

News About Placer County Businesses

These news briefs are prepared by the Placer County
Office of Economic Development

Monthly Economic Development In Progress Email Newsletter Archive 2007

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Mary's Pizza Shack Hiring for New Roseville Location

In February 2008, Roseville will become the 18th location for Mary's Pizza Shack, first opened by Mary Fazio in Boyes Hot Springs in 1959. The family-owned company will need to hire up to 100 people for the new location, at 711 Pleasant Grove Blvd. Requirements for all positions are a positive attitude, excellent customer service skills, ability to work in a fast-paced environment, and enthusiasm. All positions have a training period. Mary's serves made to order pizza, pasta, sandwiches, soups, salads, and desserts -- using Mary's original recipes. Mary's Pizza Shack locations have open kitchens so that customers can watch the chefs at work. For details, visit Mary's at http://www.maryspizzashack.com/ or contact human resource manager Robin Carlson at Carlson@maryspizzashack.com.

Restoration Resources Launches New, "Streaming" Web Site

A founder in the field of habitat planning and restoration, Restoration Resources, based in Rocklin, has launched a new, media-savvy Web site. The site features videos of the company's current and past projects, staff members talking about their jobs, and company social events. A Learning Center section on the site also includes videos and offers support for parents, teachers, and students in learning more about the environment. "The site is a tool for both marketing and community outreach," said Kari Swift, the company's public relations representative. "And Restoration Resources is hoping that it will also draw in talented professionals to help grow the successful business." Latest figures show Restoration Resources growing at 20 percent a year, a rate that will put it at \$10 million in gross sales by 2010. For details, visit Restoration Resources at http://www.restoration-resources.net/

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Arts for the Schools to Present "Comedy Feast"

Physical comedy, character impersonations, magic, satire, and absurdity -- comedian Robert Post will display his wild and wacky performing talents in an Arts for the Schools presentation Friday, January 18, 7 p.m. at Truckee High School Theatre. In his 27-year career, Post has created more than 30 "works," such as Pasquale's Kitchen, in which an eccentric TV chef whips up a culinary feast of juggling, jokes, and magic. Post has taken his one-man act on tour across the U.S., Canada, Mexico, and Japan. His work has been seen in an award-winning special on PBS. The *New York Times* has written that Post "deserves a place on anybody's all-star team of the goofily gifted." Arts for the Schools works to bring the arts in all its forms to North Tahoe schoolchildren. For more about Robert Post, visit http://www.robertpost.org/ For more about Arts for the Schools, visit http://www.artsfortheschools.org/. For tickets, call North Tahoe Conference Center at (530) 546-7249.

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Orbitz Picks Tahoe as No. 1 Ski/Board Destination

A national online travel firm has confirmed what those who've skied or snowboarded in the Lake Tahoe area have known for years: Tahoe is the No. 1 ski destination in the country. The travel booking giant, Orbitz.com, reported Lake Tahoe as the top choice among travelers booking hotel and vacation packages between November 20 and May 1. Based on hotel and package sales, Lake Tahoe moved from the No. 3 spot last year to the top spot this year. "With seven ski resorts and expansive terrain spread over more than 17,000 acres, skiers and snowboarders of all levels are sure to find plenty of runs to fit any level of expertise," Orbitz said on its Web site. For more, visit *Sierra Sun* at http://www.sierrasun.com/article/20071114/NEWS/71114002

or USA Today at http://www.usatoday.com/travel/news/2007-11-12-orbitz-ski-bookings_N.htm

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Alehouse in Old Town Auburn Receives Low-Interest Loan

Last April, Brian and Lisa Ford of Auburn came to Sierra Economic Development Corporation (SEDCorp) through a referral from the City of Auburn's Community Development Department. The Fords wanted to discuss obtaining financing for Auburn Alehouse, a new business they planned to open in Old Town Auburn. After several meetings,

a low-cost loan was structured, and SEDCorp was able to underwrite and close the loan for the Fords. With this loan the brewpub and restaurant opened in June 2007 to rave reviews. The business has since proven to be wildly successful, and Auburn Alehouse now employs 46 people. SEDCorp, founded in 1969, is a non-profit corporation funded by a combination of public and private sources for job-preservation and growth in Placer, Nevada, El Dorado, and Sierra counties. For details visit SEDCorp at http://www.sedd.org/ or Auburn Alehouse at http://www.auburnjournal.com/articles/2007/09/12/news/ food_and_wine/01t4talehouse.txt

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U.S. and Republic of Korea Enter Free Trade Agreement

Last June, the United States and Korea signed an historic free trade agreement that will expand bilateral trade and investment ties and create new economic opportunities for people in both countries. The KORUS-FTA, as it is called, will build on an already robust bilateral trade and investment relationship between the two countries. It will affect the manufacturing, agriculture, and service sectors, eliminating and phasing out tariffs and quotas on a broad range of products. The agreement has strong provisions that will expand market access and investment opportunities in a number of service sectors, including telecommunications and e-commerce. Placer County companies can learn more about KORUS-FTA by visiting the Office of the United States Trade Representative at http://www.ustr.gov/Document_Library/Press_Releases/2007/June/

<u>United_States_the_Republic_of_Korea_Sign_Lmark_Free_Trade_Agreement.html?ht</u>= or the California Farm Bureau Federation at http://cfbf.com/issues/pdf/KoreaFTA07.pdf or U.S. Commercial Service at http://cfbf.com/issues/pdf/KoreaFTA07.pdf or U.S. Commercial Service at http://www.buyusa.gov/sacramento/

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Sierra College Professor Wins Online Teaching Award

Michelle Pacansky-Brock, a fulltime professor of Art History at Sierra College Rocklin, has received the 2007 Excellence in Online Teaching Award from the Sloan Consortium. The consortium recognizes outstanding achievements in online learning and program development. In the past year, Pacansky-Brock has led efforts to develop the iTech lab at Sierra College, a technology training resource for faculty and staff, and she has secured \$10,500 in grant funding to purchase lab equipment. Next year, she will lead the first series of lab training sessions. The professor's online classes have been described as "a very exciting learning environment" and "the perfect example of what an online class should be." For details about Sierra College's online classes, visit http://lrc.sierracollege.edu/dl/OnlineClasses/Index.htm. For details about the Sloan Consortium, visit http://www.sloan-c.org/

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Sno-Park Passes Now Available

Sno-Park passes are now available for purchase at the Placer County Visitors Bureau/California Welcome Center, in Auburn. Season passes are \$25, and daily passes are \$5 per car. The season runs from November 1 to May 30.

With the passes come maps and other information about the state's 19 Sno-Park sites. The parks provide snow-cleared parking lots, cross-country ski and snowmobile trails, and sledding hills. Revenues from the sale of Sno-Park passes pay for snow removal, sanitation, trail grooming, signs and trailhead markings. For details, visit California Welcome Center Auburn at http://www.visitplacer.com/ or the California Department of Parks and Recreation at http://ohv.parks.ca.gov/default.asp?page_id=1233 or call the Sno-Park hotline at (916) 324-1222.

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Gold or Wine, He Digs the Work

Don Magorian started his business to help people dig for precious metals. Now, he digs caves for another precious commodity -- fine wine. His Auburn company, Magorian Mine Services, has excavated 22 wine-storage caves in the Napa and Sonoma wine regions. Magorian, a Sacramento native, has a bachelor's of science degree in mine engineering from the University of Nevada's Mackay School of Earth Sciences and Engineering. He spent about 12 years providing underground mining services in Nevada and opened his own business in Auburn in the mid-1990s. His projects have included drilling a tunnel for a Placer County water pump station along the American River and drilling tunnels and ramps for the Foresthill gold mine Red Ink Maid Mine. He got into the wine cave business in 1997 and now has 30 employees. For more, visit the Sacramento Business Journal at http://sacramento.bizjournals.com/sacramento/stories/2007/07/30/focus2.html or Magorian Mine Services at http://www.magmineserv.com/

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Five Placer Companies Make Inc.'s 5,000 Fastest-growing List

Five Placer County companies have reached milestones in growth and are listed on the Inc. 5000 index of the country's Fastest Growing Private Companies. The companies are

Commercial Building Specialists, Inc. in Roseville (ranked 209) http://www.cbscontracting.com/

Trofholz Technologies in Rocklin (ranked 891), http://www.tti-tech.com/

Northern Video Systems in Rocklin (ranked 1400), http://www.northernvideo.com/

Eco:Logic Engineering in Rocklin (ranked 2808), http://www.ecologic-eng.com/

Compudigital Industries in Rocklin (Ranked 5,000), http://www.compudigital.com/

The complete Inc. 5,000 list is available at http://www.inc.com/inc5000/

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Northstar Plans Family New Year's Eve Party

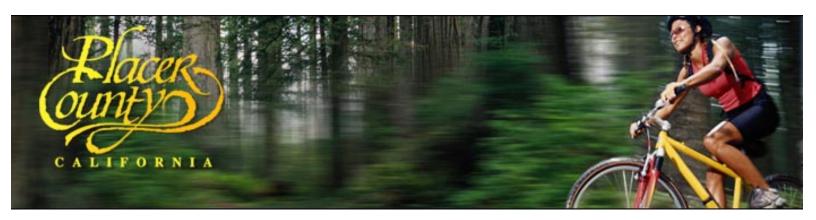
Families are invited to ring in the New Year at Northstar at Tahoe on December 31. The ski resort is hosting its annual Fire & Ice party from 2 p.m. to 10 p.m. The celebration includes fun for all ages -- music, live entertainment, skating, food, and fireworks. Performing live will be the reggae/rock band Truckee Tribe (2 - 5 p.m.) and the Bay Area rock band Public Eye (5:30 - 8:30 p.m.). Fireworks start at 9 p.m. Northstar currently has 10 lifts and 44 trails open, including The Backside. In the Village at Northstar, the new Mikuni Japanese Restaurant and Sushi Bar is open for lunch and dinner, 11 a.m. - 10 p.m. For more, visit Northstar at http://www.northstarattahoe.com/events.

<u>calendar.event.asp?eventid=new_years_party</u> or http://www.northstarattahoe.com/events.calendar.event.asp?eventid=mikunis

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at econdev@placer.ca.gov or visit the OED Web site at http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx



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New Director Joins Northern California World Trade Center

Business veteran Dion Dwyer joined the NCWTC as executive director in September. Dwyer brings over 12 years of experience to the position, in private sector international trade and business development. He previously worked at FedEx Express, FedEx Corporate Services, and BAX Global. "Our immediate goal is to expand the global connections of small to medium-sized businesses by utilizing our network," Dwyer said. "Our long-term goal is to further promote economic development through international trade, helping to diversify our region's economy, and develop a global identity for Sacramento." NCWTC can help local businesses navigate the new Free Trade Agreements being signed and highlight new markets emerging due to the value of the dollar declining, he said. "Many times entrepreneurs do not realize the value of the connections, education, and resources we have to offer." For more, visit Northern California World Trade Center at http://www.norcalwtc.org/

Growing Auburn Optics Company Serves Multiple Markets

Sierra Precision Optics keeps its cutting edge by covering many market areas, said Jim Stimpson, sales and marketing manager. The Auburn company makes optics used in laser-based systems for commercial, military, and medical applications. It also specializes in high-precision optical elements for the telecom marketplace. "What sets us apart from our competitors is that our expertise covers a multitude of application/market areas," Stimson said. "This helps to protect us from changes in the marketplace which could impact a particular application area." Sierra Precision Optics was established in 2001 with four employees and now employs 30. The growing company hired six people this year because of an increase in its military business. For more, visit Sierra Precision Optics at http://www.sierraoptics.com/

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Sierra College Offers Technology Seminar

Sierra College Center for Applied Competitive Technologies is offering a seminar on the Rapid Prototype 3D Printer and Rapid Prototype 3D Software. The Rapid Prototype technology enables manufacturers to produce prototype models of new parts and products quickly and cost effectively with a printer that lays down layers of plastic to make each part. Program presenter will be Chris Miller with Paton Group. The first session, Rapid Prototype 3D Printer Demo, will be held November 16, 3:30 - 5:30 p.m. A second session will be held on November 17, at 9 a.m. until noon. Both sessions will be held at Sierra College Rocklin campus. To register, contact Carol Pepper-Kittredge at cpepper-kittredge@sierracollege.edu or (916) 781-6288. For details, visit http://www.sierracollegetraining.com/press102507.php

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ioSafe's "Black Box" Lauded at Global Technology Exposition

Last spring, ioSafe, a disaster-proof hardware company located in Auburn, presented its first public viewing of its new technology at Interop Las Vegas, an annual global technology exposition. At that time, *InformationWeek* called ioSafe's demonstration "the most interesting technology at the show." For the demo, the ioSafe team took digital photos of attendees and loaded them onto an ioSafe R4, a disaster-proof disk Network Attached Storage (NAS) device. The R4 was then moved to a viewable fire chamber and torched to a temperature of 1,700 degrees Fahrenheit in a propane fireball. Afterward, the R4 was hosed down with water, the hard drives removed, and the digital data restored within minutes. *Network Computing* magazine wrote that the demo was "unbelievable." ioSafe is a privately held company with six employees. For more visit ioSafe at http://www.iosafe.com/ or ThomasNet at http://www.iosafe.com/ or Interop at http://www.iosafe.com/ or

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Mandarin Bounty Featured at Festival

Orange is always the operative color at the annual Mountain Mandarin Festival, and the pervading scent is of sweet,

tangy citrus. At this year's festival at the Gold Country Fairgrounds in Auburn on November 17 & 18, twenty local Mandarin growers will offer the fruits of their harvests, mainly the seedless Owari Satsuma variety, and vendors will have on hand a bounty of foods enhanced with Mandarins -- sauces & salads, jams & jellies, dips & candies, marinades & syrups, nuts & shakes. Cooking demonstrations using Mandarins will feature regionally known chefs, and the Mandarin Recipe Contest will attract amateur cooks who bring their prepared dishes to be judged for cash prizes. Day-long activities include free crafts and contests for children and live entertainment on three stages. New this year, is a classic and custom car show. Festival hours are Saturday, 9 a.m. - 5 p.m.; Sunday, 9 a.m. - 4 p.m. Admission is free; parking is \$5. For details visit http://www.mandarinfestival.com/

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Wedding Bells Ring at Tahoe Vista Inn

When Marty and Barb Cohen opened the Shore House at Lake Tahoe 13 years ago, they didn't plan to get into the wedding business. But more and more guests showed up at the bed and breakfast inn asking about wedding chapels only to learn they couldn't get married on such short notice. Hating to see their customers disappointed, the Cohen's stepped up. Both became ministers in the Universal Life Church, and Barb became a notary public and passed the necessary exam to issue Placer County marriage licenses. Since then, the Cohen's have performed 800 wedding ceremonies at their Tahoe Vista inn, and they see many of those couples again as they celebrate their anniversaries. The innkeepers added an event room to accommodate weddings, but they still limit guests to no more than 25. Now they offer a one-price package that includes lodging, the ceremony and various extras, such as a wedding cake and champagne. For more, visit the Shore House at Lake Tahoe at http://www.shorehouselaketahoe.com/ or the Sacramento Business Journal at http://sacramento.bizjournals.com/sacramento/stories/2007/06/11/ focus 1.html

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Spanish Influences Mark Vina Castellano's Wine

The family bloodlines that extend back to Spain provided the incentive for starting Vina Castellano and still inspire the family members who work the land and make the wine today. Co-owners Gabe and Carolyn Mendez and their daughter Teena Wilkins and her husband Craig Wilkins partnered together seven years ago to establish a vineyard on the family's property near Auburn. The family chose to plant Spanish varietals, the kinds Wilkins thought would thrive in the area's Mediterranean-like climate. That focus has resulted in the winery's most popular wine, Tempranillo. The vineyard includes eight acres planted with, besides Tempranillo, Syrah, Syrah Rose, and Cabernet Franc. The winery produces about 2,000 cases of wine annually with the help of consulting winemaker Derk Irwin. For details, visit Vina Castellano at http://www.vinacastellano.com/, the *Auburn Journal* at http://www.auburnjournal.com/articles/2007/01/10/news/food_and_wine/01vinacastellano.txt or *Edible Sacramento* at http://www.ediblesacramento.com/pages/articles/winter2007/pdfs/abuelita.pdf

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Fast-growing SOS Buys Loomis Office Building

Telecommunications company SOS outgrew its leased 8,000 square feet in Rocklin and in October purchased a 9,500-square-foot office building in Loomis, a company spokeswoman said. The company (formerly Special Order Systems Inc.) has 40 employees, up from 35 a year ago and 23 in late 2005. Employees are expected to move into the new building as early as December. SOS executives expect to exceed the company's revenue goal of \$11.5 million this year, up from \$9.5 million for 2006. SOS integrates voice and data systems, specializing in Voice-over-Internet-Protocol (VoIP) telephone consulting and services for small and mid-size businesses. For details, visit SOS at http://team-sos.com/ or Sacramento Business Journal at http://www.bizjournals.com/sacramento/ stories/2007/10/08/daily4.html?ana=from_rss

or Cisco Systems Inc. at http://www.cisco.com/pcgi-bin/search/search.pl?
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New Business Shakes Up Nutrition Scene

Endurance Capital Daily Nutrition/The Daily Shake, a new Auburn business, offers a meal replacement concept: a low-sugar, low-calorie, smoothie-style shake that is high in protein and contains 19 vitamins and minerals; and a fat-burning and good energy source green tea. Owner Galen McCord says the concept is unique in the nutrition industry. "We provide an easy, proven solution for balanced daily nutrition and weight and health management," he said. "Our science-based herbal products and supplements are a sustaining alternative to fast food and sugary and fatty snacks." The Daily Shake opened in October in the Auburn Square Shopping Center, 175 Elm Ave. The company's Web site will be online soon. For more information contact McCord at (530) 885-5090.

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Dog Bites Treats, Calls Them "Licious"

Max, a charming six-year-old golden retriever, is the official quality assurance manager for the Bow Wow Licious Biscuit Company, based in Auburn. Max notes that all of Bow Wow's treats, using all natural "human-grade" ingredients and no salt, sugar, or preservatives, are hand-cut and baked-fresh. Some of Max's favorite Licious biscuit flavors are peanut butter, chicken, beef, molasses & oat, carrot, zucchini, and graham cracker. When he's not holding three -- or even four! -- tennis balls in his mouth; he likes to chew on one of his signature treats, Max's Jumbo Bones. For special occasions, Max recommends, when the timing is right, Jack-0-Lantern Cookies or Bow Wow's Birthday Pawty Cake or Valentine Lollipawps. But for every day use, he barks, the Beef Liver Training Treats can't be beat. Max and his owner -- and also owner of the company -- Peggy Green are on a mission to "provide wholesome quality treats for every K-9." Now in its third year in business, Bow Wow has 13 Placer County outlets for its products. For details and outlets, visit Bow Wow Licious at http://www.bowwowlicious.com/default.asp or KOVR at http://cbs13.com/slideshows/local_slideshow_046173426/view?slide=15

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Auburn Symphony Presents Messiah Sing-Along

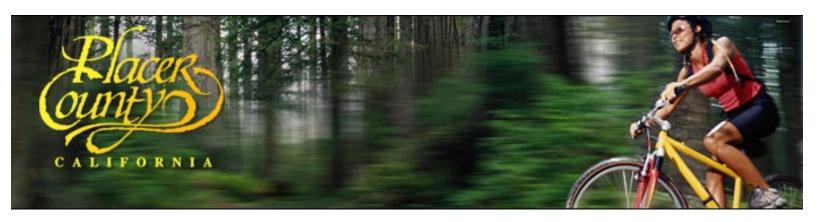
Hallelujah! 'Tis the season for Auburn Symphony's traditional Messiah Sing-Along concert, set for Tuesday, December 11, 7:30 p.m., at Placer High School Auditorium in Auburn. As the orchestra, chorus, and guest soloists perform, the audience is invited to join in singing the best-loved choruses from the oratorio, including its most familiar, the "Hallelujah" chorus. Conductor and music director Michael Goodwin promises an inspiring, rousing evening of music at the annual community event. Tickets are \$15 each. For details and tickets, visit Auburn Symphony at http://www.auburnsymphony.com/

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at econdev@placer.ca.gov or visit the OED Web site at http://www.placer.ca.gov/CEO/EconDev.aspx

For past In Progress Online newsletters, go to Placer County Biz News at http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx



Office of Economic Development, Placer County, California

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Mountain Carpets Moves to New, Larger Location

Owners of Mountain Carpets, Brent and Tamara Gould, have moved their growing business into their own brand new, 6,500 square-foot building at 3670 Grass Valley Highway, in Auburn. Previously, they had been leasing a space near the new structure. The couple started Mountain Carpets in 1992 in Elk Grove, and moved it to Auburn in 2001. The business sells and installs all kinds of flooring -- ceramic tile, vinyl, laminates, hardwoods, and carpet. During the recent move, the Gould's had the help of the County's Business Advantage Network. "Now we have a whole new showroom, a whole new look, with the same low prices and great service," said Tamara. "We're giving back to the community by building this beautiful building on Highway 49 and creating a fun, comfortable place to shop." *Mountain Carpets will host the Auburn Area Chamber of Commerce Mixer at their new location on November 15*, 5:30 - 7:30 p.m. For details call (530) 887-0587.

North Tahoe Business Group Plans Holiday Party

Visitors and residents can kick off the Holiday Season on Friday, November 30 at the North Tahoe Conference Center, 5 - 8 p.m., joining the Boys and Girls Club of North Lake Tahoe, North Tahoe Public Utility District, and North Tahoe Business Association. The festive family event will feature holiday music, hot chocolate, and shopping at the Holiday Fair. Among the many businesses to be represented are Jai-Yen, offering treasures from the Far East; Tahoe Mountain Sports, showing the latest outdoor gear; and Lakeside Gallery, whose representatives will help visitors make their own holiday ornaments and other craft items. Of course, Santa will be there to help light the Holiday Tree. For details on the Holiday Party and the new "Shop Early, Buy Local" holiday week of specials, visit North Tahoe Business Association at http://www.ntbamainstreet.org/

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Placer County -- A Great Place for Grapes

Throughout Placer County there are homes and properties with enough open space to grow grapes. But how do interested parties get started? Where does one go for information on creating a vineyard? How much space and time is needed to manage three vines, 30 vines, or even 300 vines? The Placer County Wine and Grape Association (PCWGA) is the first resource of choice. PCWGA is a nonprofit group "committed to informing and educating the public about Placer County wines, wineries, grape growers, and grapes." Lisa Mann, who recently retired from a real estate career, was one beneficiary of PCWGA's information and advice. Mann owns the newly named Fortezza Winery in Auburn, just down the road from Mt. Vernon Winery. "You can learn as you go, and the members really support each other," Mann says. For the full article in the *Granite Bay View*, visit http://www.granitebayview.com/ article/2007/6/1221

For more information visit Placer County Wine and Grape Association at http://www.placerwineandgrape.org/ or Sierra Wines at http://www.sierrawines.com/ava.aspx?id=22

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Old Town Roseville's Owl Club Re-Opens

Construction crews roam the streets by day, and the roads and sidewalks are lined with orange cones and caution tape. The scene is all part of the \$9.4 million upgrade to the streetscape and infrastructure of Old Town Roseville. And while the big picture takes shape, with new landscaping, lighting, and street furniture for a more visually attractive, pedestrian-friendly area, a smaller yet no less ambitious remodel within this historic district stands complete. The Owl Club, a Roseville landmark established in 1934, is once again open for business. New Owners Ellia and Bianca Karres have given the popular hangout an upscale upgrade, where guests can relax an overstuffed couches while they sample micro-brews, ales, lagers, and, on Wednesdays, martini specials. Thursday is live piano music night; Fridays and Saturdays are dance nights, with a disc jockey spinning '80s rock in the upstairs lounge. For more, visit the Roseville *Press-Tribune* at http://www.thepresstribune.com/articles/2007/10/13/news/top_stories/01owl.txt or the Owl Club at http://www.owlclub.com/about.htm

North Tahoe's Moonshine Ink Celebrates 5th Year Anniversary

It's party time at *Moonshine Ink*. The independent, monthly, community-based newspaper covering Truckee and North Tahoe is celebrating five years in business. The party is free and open to the public. Since it was started in 2002, *Moonshine Ink* has grown to a circulation of 8,000 copies available free at more than 130 North Tahoe locations. The paper estimates that it has 12,000 print readers and 3,000 online readers, a majority aged 36 to 55. Its target audience includes both English and Spanish readers. The paper has a strong advertising base and keeps its ratio of ads to editorial to less than half. For more, visit *Moonshine Ink* at http://www.moonshineink.com/

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New Nursery Owner Has Roots in Landscaping

It had been a lifelong dream of 38-year-old landscaper Derek Gilliland to start a nursery. His dream came true with the grand opening in April 2007 of Bella Fiore Nursery & Gardens in Applegate. Gilliland said he started working with plants right after high school when he was hired at Pleasant Valley Landscape in Penn Valley. Soon afterward, he became manager at A&A Stepping Stone in Newcastle, selling landscape products and working six days a week, 14 hours a day, and learning about retail, he said. Now, Derek manages the landscape supplies while his wife, Heidi, is in charge of indoor plants. The couple lives in Colfax. The business offers landscape-design consulting services and specializes in "softscape" materials -- natural materials such as river cobbles and boulders. Bella Fiore also sells about 30 varieties of Japanese maples, sunset maples, dogwoods, pond liners and koi. The garden shop carries everything from iron gazebos and wooden birdhouses to skin lotions. Pumpkins, chrysanthemums, and other fall items are available now. For more, call Bella Fiore at (530) 878-7906 or visit http://www.bellafioregardensinc.com/

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Innovative Roseville Eatery Opens with Charity Luncheon

Paul Martin Fleming's new American Bistro restaurant opened on October 22 at 1455 Eureka Road in Roseville, and is a casual, contemporary urban loft serving wholesome, seasonal dishes in a stylishly rustic Napa Valley atmosphere. Paul Martin Fleming is perhaps the country's most successful developer of restaurant concepts. His line includes PF Chang's China Bistro, Pei Wei Asian Diner, and Fleming's Prime Steakhouse and Wine Bar. For details on American Bistro, visit http://www.paulmartinsamericanbistro.com/ or Paul Fleming Restaurants at http://www.paulflemingrestaurants.net/

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Roseville Arts Offers New Memberships, Chance for Prizes

Roseville Arts is offering anyone who joins as a new member before November 15th a chance to win tickets for two to the following Roseville Arts-sponsored tours -- *The Nutcracker Ballet*, December 22, 2007; the 8th Annual Art in the Garden Home & Garden Tour, May 3, 2008; and *The Phantom of the Opera*, June 12, 2008 -- a value of over \$400. Current members will receive a chance to win for every new member they refer. "Members receive some

great benefits," said Roseville Arts' executive director Barbara Dolder, "and they may choose to get involved as active participants in our vibrant organization just in time to enjoy the grand opening of our new Blue Line Gallery in early 2008." For a full list of membership levels and benefits call (916) 783-4117 or visit http://www.rosevillearts.org/involved.html

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Squaw Valley USA to Host Winter Job Fair

"Set yourself up for a fun and exciting winter with a job at Squaw Valley USA." The invitation comes from the well-known Olympic ski resort/recreation area for a Winter Job Fair to be held November 3, 4 & 5, from 9 a.m. to 3 p.m. in the Olympic Village Lodge in Squaw Valley. Managers from all hiring departments will be on hand to meet prospective employees. "If you'd like to work at a superb mountain resort this winter, with other high-energy and fun people, plan to be at Squaw Valley for the Winter Job Fair." For details call (530) 583-6985 or visit Squaw Valley USA at http://www.squaw.com/winter-job-fair-0

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Bring the Olympics Back to Tahoe?

A regional group wants to bring the Olympic Winter Games back to Tahoe in 2018. The effort to host another winter games in America is being headed by the Reno-Tahoe Winter Games Coalition, a bi-state group whose members include Brian Krolicki, Nevada's Lt. Governor and California Assemblyman Ted Gaines. At a recent town hall meeting in Truckee, coalition members discussed the potential benefits to the region of hosting an Olympics. Those benefits include revenue and improved infrastructure, said Jim Vanden Heuvel, the coalition's chief executive officer. Among the region's strengths in an Olympic bid, proponents say, are its largest concentration of world-class winter resorts in the world; transportation infrastructure; and double the hotel rooms that Salt Lake City had in place for its Olympic Games. Vanden Heuvel said more information on the proposal, addressing questions and concerns, would come out in the creation of the bid proposal over the next year. For details, visit the *Sierra Sun* at http://www.sierrasun.com/article/20071017/NEWS/71017020 http://www.renotahoewintergames.org

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Businesses Invited to Participate in Labor Market Survey

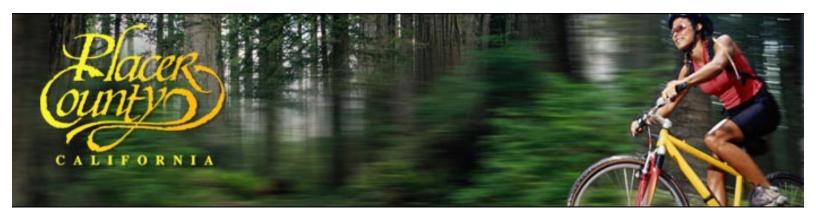
Placer County Office of Economic Development in partnership with the Golden Sierra Job Training Agency, are requesting Placer County businesses with 49 or fewer employees to participate in a labor market survey. The survey will help assess the needs of area employers as a first step to solution strategies such as workforce retention, lay-off aversion, financing, or growth opportunities. An on-site visit from a county representative will give employers an opportunity to learn first-hand about the business services, resources, and referrals connected to the Workforce Investment System "One-Stop Career Centers" in Placer County. To participate in the survey, email Susanne McCabe at smccabe@placer.ca.gov For more information, visit Business Advantage Network at http://www.placer.ca.gov/Departments/CEO/EconDev/BusinessAdvantageNetwork.aspx

or Golden Sierra Job Training Agency at http://www.goldensierra.com/

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New Ufood Grill Opens in Roseville

Ufood Grill, a new fast-casual restaurant concept, opened its first West Coast location in Roseville this month. Shane Vogel and John Peed are the franchisees for the restaurant, located in the Nugget Shopping Center, at Fairway Dr. and Pleasant Grove Blvd. The 2,989-square-foot space houses 65 seats and features an in-house Fresh Energy Bakery producing a variety of fresh energy bars daily. Ufood Grill is the brainchild of Boston Market founder George Naddaff. Nadaff began by tapping former Ritz-Carlton executive Chef Efrem Cutler to develop a menu of back-to-basics, healthful foods using natural and organic ingredients, fresh produce, whole grains, and light cheeses and dressings. Every cooked dish is baked, grilled, or steamed, never fried. As part of the company's green effort, meals are served on china plates with flatware. For more, visit Ufood Grill at http://www.ufoodgrill.com/ or *Rocklin Today* at http://www.ufoodgrill.com/ or *Rocklin Today* at http://www.rocklintoday.com/news/templates/community_news.asp?

APPAC Presents Auburn Bluegrass Fest II

Auburn Placer Performing Arts Center (APPAC), the group dedicated to restoring Auburn's Old State Theater into a performing arts center, is presenting Auburn Bluegrass Fest II at the Gold Country Fairgrounds, October 6, 10 a. m. - 8 p.m. The fest features top bluegrass groups such as Sidesaddle & Co., Mountain Laurel, and Tree Full of Owls. Thunderfoot Cloggers will also perform, and fiddlin' and pickin' contests will be held. Tickets are \$25 adults, \$15 teens, 12 and under free. APPAC was founded in 1999, and in 2006 purchased the 1930s-era Old State Theater building. Since then, the group has established an office in the building and started work on façade improvements. For tickets to the Auburn Bluegrass Fest II or more information about APPAC, visit http://www.livefromauburn.com/ or call (530) 885-9009.

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Loomis Software Company Receives Government Contract

Rotordynamics-Seal Research (RSR), in Loomis, has been awarded a five-year, \$15 million contract from the Navy to develop and demonstrate advanced simulation software for propulsion and power systems used on aircraft, ships, and vehicles. RSR's proposal was chosen from among 13 others for the contract, awarded for small business innovative research. RSR's innovation is having created a multidisciplinary modeling and simulation package for predicting vibration levels in turbine engines, vibrations that can lead to cracks or even turbine breakdowns. Using the latest technology, RSR provides rotordynamic and vibration evaluations for any type of rotating machinery. For more visit RSR at http://www.rsr.com/ or Defense Industry Daily at http://www.defenseindustrydaily.com/15m-to-research-turbine-lifespan-predictive-models-03749

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Auburn Job Fair Set for October 11

On Thursday, October 11, more than 100 employers will be in attendance at the Auburn Job Fair, 10 a.m. - 3 p.m., at the Gold Country Fairgrounds in Auburn. The job fair is hosted by Placer County and the Business Advantage Network, a coalition of government and nonprofit agencies that work to bring businesses and potential employees together. All of the network's services are free to job seekers and employers. The Business Advantage Network sponsors two job fairs each year. Co-sponsors of the October 11 job fair include Gold Country Media, Placer County Office of Economic Development, Auburn Chamber of Commerce, and the Workforce Investment Board. Corporate sponsors for this year's event are Dry Creek Joint Elementary School District and Thunder Valley Casino. For details, call Cindy Burris at (530) 889-4090 or visit http://www.placer.ca.gov/jobfair

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Tahoe City's Fiamma's Cucina Rustica a "Must Hit Spot"

"Italian inspired cuisine that takes advantage of seasonal Northern California ingredients make Fiamma's Cucina

Rustica a must hit spot on the Sierra dining circuit," writes *Tahoe World* critic Alex Close in a recent review. Fiamma's menu is printed daily, Close says, and rotates whenever fresh regional ingredients are procured at various local farmers' markets or as certain items come into season. Brand new executive chef Andrew Shimer rotates creative seasonal dishes around a core of Italian-inspired favorites such as linguini and clams with sliced garlic, cippolini onion, and white wine sauce. Fiamma's pizza dough is thin-crusted, and toppings include port-soaked fig, carmelized onion, and gorgonzola. The restaurant has a full bar, and its wine list includes equal selections from Northern California and Italy, including Brunellos and Barolos. For more, visit the *Tahoe World* at http://www.tahoe-world.com/content/view/10319/75

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It's Harvest Time at Dono dal Cielo Vineyard

William and Karen McGillivray started Dono dal Cielo (meaning "gift from heaven") on 10 rural Newcastle acres in 2001, planting 6000 vines, and have since added another 20 acres to their vineyard. Their first-year Zinfandel, 750 cases, was released in November 2006. Also last year, the McGillivrays hired experienced winemaker Derek Irwin "to ensure high-caliber wines for the future." In describing this year's harvest, Karen said, "We took two tons out of the vineyard for a Rose' wine that will be ready for our customers in January 2008. We harvested 16 tons for our 2007 vintage Zinfandel. We have one ton left on the vine for a Late Harvest Zinfandel that we will keep for several years in our barrels to serve as a dessert wine. We bottled our 2006 harvest, 1,318 cases, in August." This year, Dono dal Cielo's 2005 Zinfandel has won several medals: Gold at the 25th West Coast Wine Competition and the 2007 Grand Harvest Awards, and a Silver at the *San Francisco Chronicle* Wine Competition. The couple describes their award-winning Zin as "brilliantly bright, perfectly clean and jammy while fruit-forward with hints of anise." *Dono dal Cielo is one of 21 local wineries teaming with 21 local businesses for the Auburn Wine Festival, October 13, 2 - 5 p.m., in Downtown Auburn*. For more visit Dono dal Cielo at http://www.donodalcielo.com/about.html or Ophir Wines at http://www.ophirwines.com/festival.htm

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Corporate Transportation Solutions Named Finalist as "Operator of the Year"

Corporate Transportations Solutions, Inc., with offices in Granite Bay, was named earlier this year as one of three finalists for the *Limousine & Chauffeured Transportation* (*LCT*) magazine's Operator of the Year award. *LCT*, the chauffeured transportation industry's leading publication, created the award to recognize leadership and innovation and to encourage greater standards in professionalism and entrepreneurial vision. Corporate Transportation Solutions, the region's largest professional chauffeured transportation company, provides luxury transportation services to a diverse group of clients. CTS also maintains an affiliate network providing services in more than 500 cities worldwide through www.ctslimo.com/. For more, visit Corporate Transportation Solutions at http://www.ctslimo.com/

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UPS Celebrates 100th Anniversary at Rocklin Distribution Center

Representative John Doolittle was on hand last month when United Parcel Service (UPS) celebrated its 100th Anniversary at its distribution center in Rocklin. Doolittle presented a congratulatory letter to James McElroy, an accident-free UPS driver for 29 years. The congressman also helped present special recognition awards to other drivers with outstanding service records. UPS was started 100 years ago when its founder, Jim Casey and his friend, started running errands, carrying notes, and making home deliveries from drug stores. Today the \$42.6 billion company employs about 427,000 people in more than 200 countries, moving shipments in about 92,000 of its trademark trucks. "Brown" has become the world's largest package delivery company and a global leader in supply chain services. For more visit UPS at http://www.100ups.com/history/1907-1913.html or CBS News at http://www.cbsnews.com/stories/2007/06/26/eveningnews/main2984007.shtml

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Three Placer Groups Join to Present "Art, Verse & Vines" Event

PlacerArts' Autumn Art Studios Tour, the Cowpoke Fall Gathering, and the Placer County Fall Winery Tour have teamed up this year to invite visitors and residents to a weekend-long, three-part "Art, Verse & Vines" celebration of the region's rich traditions of art, heritage, and agriculture. The 14th Annual Autumn Art Studios Tour, November 9, 10 & 11, is a self-guided tour of 49 studio locations showing the work of 72 talented local artists. Traditional cowboy poets and musicians will gather in Loomis November 9 & 10 for the Cowpoke Fall Gathering, and the Placer County Fall Winery Tour, November 10 & 11, celebrates the foothills' viticulture renaissance. Weekend packages and hotel specials are available for the events. For details, visit PlacerArts at http://placerarts.org/ South Placer Heritage Foundation at http://www.soplacerheritage.org/, or Placer County Fall Winery Tour at http://www.placerhillswinetour.com/

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Third Business to Open in Rocklin Recreational Center

A few years ago Susan Jacobson opened American Powerhouse, a trampoline and power tumbling facility, in an industrial warehouse in Rocklin's Sunset Industrial area. With the help of CBRE real estate services and Placer County, Jacobson was instrumental in adding two more recreational businesses, each owning its own space, at the site. Hardwood Palace, a 68,000-square-foot space opened last January, has eight hardwood basketball courts and offers basketball training and tournaments, dodge ball, volleyball, and many kinds of athletic classes. Under construction and opening next spring in the facility is Sky Zone, a sports, fitness, and entertainment center offering three-dimensional sports games and activities. "The County was committed to helping with the facility," Jacobson said. "Thanks to all the County departments involved and CBRE, the community now has an amazing indoor, multivenue recreation facility that created over 100 new jobs." The center is located at 1091 Tinker Rd., Rocklin. For more, visit American Powerhouse at http://www.americanpowerhousetnt.com/

Hardwood Palace at http://www.hardwoodpalace.com/

Sky Zone at http://www.skymaniafuncenters.com/aboutus.html or CBRE at http://www.cbre.com/EN/

Upper Truckee Marsh Restoration Part of Lake-wide Effort

The largest wetlands system in the Lake Tahoe Basin, Upper Truckee Marsh in South Lake Tahoe, is where one of the biggest pushes is being made to restore the water of Lake Tahoe to its earlier clarity. More than 80,000 cubic yards of landfill have been removed and 11 acres of marshland restored, but the Upper Truckee and its primary tributary, Trout Creek, are still the single largest source of sediment flowing into the lake. About 75 percent of Tahoe marshlands and 50 percent of the meadow habitat was altered during the building boom of the past. More than 50 public and private organizations, led by the Tahoe Regional Planning Agency and the Tahoe Conservancy, have joined forces over the past decade to address the problem, creating the Lake Tahoe Environmental Improvement Program. Redevelopment is one choice that might begin to pay dividends. In Tahoe City, for example, a newly-built park at Commons Beach and new city sidewalks have drainage systems that reduce runoff into the lake. For the complete *San Francisco Chronicle* article, visit

http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2007/09/05/MNLLRLVHU.DTL&hw=Placer+County&sn=009&sc=361

For more information, visit Lake Tahoe Environment Improvement Program at http://www.tiims.org/Content/ Projects/EIP/default.asp

Tahoe Regional Planning Agency at http://www.trpa.org/ Tahoe Conservancy at http://www.tahoecons.ca.gov/ or League to Save Lake Tahoe at http://keeptahoeblue.org/

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Tahoe City Plans Labor Day Sidewalk Sale & Social

The Tahoe City Downtown Association (TCDA) is spearheading efforts to make Tahoe City the happening spot on Labor Day weekend, September 1 - 3. "Merchant steals and deals" -- everything from winter gear to games and toys -- will abound at stores and shops throughout town. After a hard day of shopping, visitors can stay in town and enjoy lakeside dining and entertainment. Live music will be on hand Friday through Sunday at Jakes on the Lake, River Grill, Sawtooth, Ridge, and Sol y Lago. The TCDA will sponsor a free, live show with acoustic rock band After 8 at Heritage Plaza, Saturday, 1 - 4 p.m. and a free Concert on Commons Beach, Sunday at 4 p.m., will feature The Commander Cody Band. "The sidewalk sale is an opportunity to get everyone walking around downtown, shopping and socializing," said Kelly Atchley, TCDA's executive director. "We want everyone to know what a vibrant commercial and social center Tahoe City is." For more, visit Tahoe City at http://www.visittahoecity.com/

Construction Well Under Way at Galleria Mall

These days, signs of construction are as common as shopping bags at the Galleria at Roseville. But within the massive, \$240 million expansion project, which kicked off in January, some parts are already completed, such as a new, two-level, 1,500-space parking garage that opened this month. Expected to be completed by late 2008 or early 2009, the expansion project will add 100 new tenants to nearly a half-million square feet of retail space -- about a 50 percent increase. Currently, groundwork is being done on the site of a 40,000-square-foot expansion of Macy's, and the recent demolition of the Max's Opera Café and Starbuck's building has cleared the way for enclosure of part of the Promenade, which will be incorporated into the mall proper. Assistant City Manager Julia Burrows said the expansion represents the strength of Roseville's retail sector. For details, visit the Roseville Press Tribune at http://www.thepresstribune.com/articles/2007/06/20/news/top_stories/04galleria_construction.txt or the City of Roseville at http://roseville.ca.us/ed/business matters newsletter.asp

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Jamba Juice and Smoothie King Open in Auburn

Two franchises offering healthful fruit and juice drinks have recently opened in Auburn. Jamba Juice, in the Bel Air Shopping Center on Hwy. 49, opened in July; Smoothie King, in Raley's Plaza on Lincoln Way, in August. Both stores offer many kinds of nutritious smoothies billed as energy-sustaining alternatives to fast food and sugary and fatty snacks. Both serve "functional" smoothies, designed, for instance, to boost energy, help with weight control or endurance, or work as antioxidants. Smoothie King also stocks vitamins, minerals, and other supplements. Jamba Juice participates in "Go-Go Events," such as school athletic or service club events, and donates 20 percent of proceeds back to the sponsor. Both stores offer catering service to area businesses. For more, visit Jamba Juice at http://www.jambajuice.com/ or call the Auburn store at (530) 889-1692; Smoothie King at http://www.smoothieking.com/ or call the Auburn store at (530) 823-8239.

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Lake Tahoe Autumn Food & Wine Festival Returns in September

The new Village at Northstar will be the setting for the Lake Tahoe Autumn Food and Wine Festival September 14 - 16. Designed for all ages, the annual festival includes cooking classes with celebrity chefs, cooking contests, wine tastings, winery dinners, farmers' market, gourmet marketplace, and art show. A new series of events and activities this year is designed for families. Live music and dancing will be featured all weekend. Attendees can also meet with *Sunset* magazine staffers and take a tour of the Sunset Idea House at Gray's Crossing in Truckee. The weekend culminates with Sunday's Grand Tasting and Culinary Competition, pairing the delicacies of about 30 area restaurants with world-class wineries. For details and tickets call 1-888-229-2193 or visit http://www.gotahoenorth.com/

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NeonSign.com Moves to Sunset Industrial Area

Started as a small, personal collection of neon beer signs in a garage in Livermore, NeonSign.com has grown in just a few years into a thriving business that in July moved into a Sunset Industrial Area office/warehouse with an option to buy. NeonSign.com now offers all manner of neon business signs, including custom signs. Incorporated in 2003, the company exceeded \$100,000 a month gross revenue in 2005. In 2006, the owners, Ron Gilman and Eric Thorson, a father-in-law and son-in-law team, moved the business from Livermore to Lincoln, and last year started using China as a source for custom neon signs. Their biggest challenge in starting, Gilman said, was working to position and maintain the business on the first page of internet searches, a goal they have achieved. "We are now positioned to expand greatly due to our new ability to import containers of neon signs, at greatly reduced prices, and store them in our new warehouse," he said. "In addition, we are now the preferred neon supplier for Sign*A*Rama, which as more than 850 stores in 46 countries." The partners plan for a growth rate of 115 percent over the next 12 months and another 100 percent by 2011. For more, visit NeonSign.com at http://www.neonsign.com/

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Fall Home Tour Supports Auburn Symphony

Hidden Gold in the Foothills, a tour of custom homes designed by architect Michael Kent Murphy, is set for Saturday, September 29, 10 a.m. - 4 p.m. The self-paced tour features four extraordinary country estates and one private art studio-gallery. Murphy has designed more than 300 homes in the region, all noted for their beauty and balance of form and function. New this year is a Meet the Architect Reception, a pre-tour wine, beer, and cheese tasting on September 27, 5 - 8 p.m., at Murphy's Auburn studio. The annual home tour, presented by the Auburn Symphony League, helps support the symphony's community programs such as Senior Outreach and Symphony Goes to the Schools. Hidden Gold tour tickets are \$25 in advance, \$30 at the door. The reception is included for the first 100 ticket buyers. Business advertising is available in the tour's glossy, four-color brochure. Deadline for ads is August 31. For advertising details, call (530) 823-0462. For home tour tickets, call the Auburn Symphony office at (530) 823-6683 or (530) 637-4508. Visit Auburn Symphony at http://www.auburnsymphony.com/

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Placer County Hosts Jeep-Chrysler-Dodge Film Shoots

"Filming at 90 locations in 16 days, from southern California to Sonoma's coast and wine country to the Sierra Nevada, is one of the most ambitious schedules we've seen from a production company," said Beverly Lewis, Placer-Lake Tahoe Film Office director. "Jeep-Chrysler-Dodge occasionally shoots its national commercials all at one time with certain product lines. This was one of them." Placer County hosted the company for six of those locations – all needed high Sierra/mountain and desert looks, done in two days. "The 65-member crew worked like a well-oiled machine at Tahoe, the last stop on their shoot," Lewis said. Two North Lake Tahoe Resort Association lodging properties helped accommodate the production company -- Tahoe-Truckee Best Western and the Hampton Inn. The commercials will air this fall. For more about the Placer-Lake Tahoe Film Office, visit http://www.placer.ca.gov/films

Granite Community Bank Declares First Dividend

In March, the board of Granite Community Bank NA authorized a five percent stock dividend, the company's first, payable April 15 to shareholders of record as of March 16. Shareholders received one new share for every 20 shares they owned. The total number of shares rose to about 1.34 million. Opened in Granite Bay June 4, 2002, with nine employees, Granite Community has since opened branches in Auburn and Roseville, and now employs a staff of 45 people. The bank's assets have grown from \$7 million to \$155 million. For more, visit the Sacramento Business Journal at

http://sacramento.bizjournals.com/sacramento/stories/2007/03/05/daily11.html or Granite Community Bank at http://www.granitecb.com/

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Rancho Roble Vineyards Named Host for 2007 Placer Farm & Barn Tour

Rancho Roble Vineyards has been selected as one of a dozen host locations for the 4th Annual Placer Farm and Barn Tour, set for Sunday, October 14, 10 a.m. - 4 p.m. The family-friendly tour takes in farms, ranches, orchards, nurseries, and vineyards across western Placer County. Rancho Roble, in Lincoln, will have a logging truck on site that day, and forester Rich Johnson on hand to talk about Sustainable Forests. The vineyard will also feature live music, artists at work, storytellers, and grape-growing and wine-making demonstrations. High Hand Beef Catering will be there cooking food to sell, and Rancho Roble's wine will be available for purchase. Owner Mark Adams reports that the 2006 Rancho Roble Barbera is now out of barrels and into bottles, where it will rest for six weeks and then be tasted to see if it is ready for release. For more, visit Rancho Roble Vineyards at http://www.ranchoroble.com/ or Placer Farm & Barn Tour at

http://www.placerfarmandbarntour.com/

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Newcastle's Newest Shop Features Fine Arts

In July, two longtime friends opened an art shop in Newcastle. First-time shop owners Susan Evans of Newcastle and Bobbi Harms of Citrus Heights say that Bella Fine Arts and Gifts is an extension of their passion for the arts. Evans is a photographer who specializes in black and white work. Harms makes beaded jewelry and purses as well as knitted scarves and hats. The partners have put together work from about 19 local artists -- photography, oils, pastels, pottery, blown glass, and ceramics -- and added gift items such as tote bags and bath and spa products. They plan to showcase a different artist each month; August will feature Lincoln Hills artist Maggie McGurk who applies paints and other media to photographs to create the look of original paintings. Visitors to the shop can expect constantly changing inventory, Evans said. Bella Fine Arts and Gifts is at 455 Main St. S uite 7, Newcastle. For more, visit the Auburn Journal at http://www.auburnjournal.com/articles/2007/08/05/news/ business/01newcastle05.txt or call Bella Fine Arts and Gifts at (916) 628-0742.

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Lincoln High School Machining Program Seeks Advice, Equipment

The new Computer Numerical Controlled (CNC) machining program being planned at Lincoln High School in partnership with Sierra College is seeking Advisory Board members to provide input on workforce skill trends, and program and curriculum development. In addition, businesses may want to donate equipment to the new program. The Sierra College Center for Applied Competitive Technologies (CACT) won a \$250,000 grant to establish the program to prepare high school graduates for local jobs and further technical education. To learn more, call Connie Raynor, (916) 798-5231 or visit Sierra College at http://www.sierracollegetraining.com/cact.php

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Roseville-Based Public Relations Firm Wins Top Honors

Drisha Leggitt & Company Communications (DLCC) was awarded top honors by the Sacramento Public Relations Association and the International Association of Business Communicators during recent regional, professional communications competitions. The DLCC team -- based in Roseville -- received five awards from the Sacramento association including those for work on the Placer County Strawberry Festival and for Ceronix, Inc., based in Auburn. DLCC also received two awards called Crystal Merit Awards of Excellence from the international association. DLCC is a public relations, marketing, advertising, and community relations firm with clients in both the public and private sectors. The company's Web site will be available in late July. For more, call Drisha Leggitt at (916) 206-2553.

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Placer County Attracts Cookie Bakery

Kelli's Gourmet Cookies is relocating to Roseville from Sacramento, rolling out new products and anticipating new distribution channels. Owner Kelli Ridenour, who started the business in 1998, has been acting as her own contractor to build out and equip a 2,000-square-foot space at 605 Douglas Blvd. There, she looks forward to more walk-in business and increasing her Roseville following, which already includes several Roseville Automall dealers and patrons of the downtown Roseville Farmers' Market. Annual revenue has increased about 25 percent each of the past four years, Ridenour says, and she expects a boost when the local Whole Foods Market begins carrying her line. Kelli's preservative-free cookies are made from fresh egg whites, butter instead of margarine, and real vanilla. For more, visit Kelli's Gourmet Cookies at http://www.kelliscookies.com/, the Sacramento Business Journal at http://sacramento.bizjournals.com/sacramento/stories/2007/05/14/newscolumn1.html?

b=1179115200^1460344&surround=etf

or the Roseville Press Tribune at http://www.rosevillept.com/articles/2007/04/28/news/business/01cookies.txt

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North Tahoe Artist Featured in Sierra Magazine

The work of Elizabeth Carmel, a North Tahoe-based photographer specializing in fine art landscape images, is featured in the May/June 2007 issue of *Sierra* magazine. The article, "Brilliant Waters," includes a profile of Carmel and a photo spread of some of her most striking images. Her prints combine dramatic photography, vivid colors, and artistic touches to create what Carmel describes as "new visions of the natural world." Her award-winning images are placed in numerous galleries and private collections throughout the U.S., and were recently chosen for display at the Nevada Museum of Art. She is one of 12 photographers worldwide honored with the Hasselblad Master Photographer award this year. For more, visit *Sierra* magazine at http://www.sierraclub.org/sierra/200705/sierra.asp

Elizabeth Carmel at http://www.elizabethcarmel.com or Carmel Gallery at http://www.thecarmelgallery.com/

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New Lincoln Business Teaches Sport of the Skies

Andy Massagli, who formerly piloted Hawker jets for corporate clients, has launched a business in Lincoln for people who want to fly for fun. AeroSport West, located at the Lincoln Regional Airport, offers instruction for all levels of pilots, plane rides, rentals, organized flying tours and vacations, and aircraft management. The business also provides aerobatic instruction aboard its advanced Pitts S2B. Air Force pilot Tim Decker teaches advanced skills to would-be daredevils via dual instruction. The company's instruction fleet includes a N6280F Cessna 172, a N3895Q Cessna 172, and an N412EV SporStar, Light Sport Aircraft. Andy's right hand man at the new business is

his son, 12-year-old Camillo Massagli. For more, call AeroSport West at (916) 543-0915 or visit the Lincoln News Messenger at http://www.lincolnnewsmessenger.com/articles/2007/06/28/news/business/01sport_pilots.txt

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Mercedes-Benz of Rocklin Breaks Ground on Expansion

Last month, Mercedes-Benz of Rocklin held a ceremonial groundbreaking of the expansion of its auto sales and service operation. The new building, designed by Marcatects in Escondido, CA, will include a two-story glass showfront and decorative water fountain. The expansion will be built in two phases on the property site, about 4.08 acres located on Granite Drive at Granite Court. Members of the Rocklin City Council and Planning Commission attended the ground-breaking ceremony. For more, visit Mercedes-Benz Service Center Rocklin at http://www2.vonhousen.com/mercedes_rocklin/index.html or the City of Rocklin at http://www.rocklin.ca.gov/

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Auburn's Carpe Vino Tenders Fine Wine, Fine Dining, Fine Art

Established in August 2002 in the historical Union Saloon Building in Old Town Auburn, Carpe Vino has grown from a simple wine shop and tasting bar to include a fine dining restaurant and fine art gallery. Five nights a week, Culinary Institute of America graduates Courtney McDonald and Eric Alexander turn out five or six adventurous entrée options such as lamb tenderloin spiced with Moroccan seasonings and Mediterranean mussels in fruity saffron broth. Cherry-picked California boutique wines and interesting imports fill the racks on wall after wall. Owner Gary Moffat has appointed the place with works by artists such as Santa Fe photographer Alan Ross, Las Vegas artist Michael Godard, and Auburn photographer Keith Sutter. A different local artist is featured at Carpe Vino at each bi-monthly Auburn Art Walk. The restaurant holds frequent fixed-price wine dinners. For details, visit Carpe Vino at

http://www.carpevinoauburn.com/dinning.htm

or the Sacramento Bee at http://www.sacbee.com/156/v-print/story/27301.html

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Denio's Celebrates 60th Anniversary

This month Denio's Roseville Farmers Market and Swap Meet celebrates its 60th year in the same location and under the same family ownership. In 1947, Jim Denio began selling produce on Saturdays at the corner of Church and Atkinson streets near the bustling Southern Pacific Railroad Yard. Soon, other vendors joined him, and,

recognizing the potential of the business, Denio and his wife Marilee began purchasing adjacent acreage to accommodate the growing number of vendors and visitors. Today, Denio's hosts Northern California's oldest and largest farmers' market and swap meet, featuring hundreds of vendors and thousands of shoppers every Friday, Saturday, and Sunday. For more, visit Denio's at http://www.denios.org/ or the Roseville Press Tribune at http://www.thepresstribune.com/articles/2007/06/13/news/business/03denio.txt

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Lake Tahoe Stages Shakespeare with a View

Romeo and Juliet and The Taming of the Shrew will be presented in an open-air, lakeside venue on Tahoe's east shore in July and August. A non-Shakespearian production, a comedy called *Greater Tuna*, is also part of the Lake Tahoe Shakespeare Festival playbill. Known for its casual atmosphere, the festival invites audience members to set up blankets, beach chairs, and picnics on the sand before the show. Food is also available on site. "When a summer sunset paints the sky rose and gold, it can momentarily upstage the players," says the California for Visitors Web site, "but that's another one of the festival's charms." All festival performances are held in the evening at Sand Harbor State Park. For details and tickets, visit Lake Tahoe Shakespeare Festival at http://www.laketahoeshakespeare.com/ or call (800) 747-4697.

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Foothill Farmers' Markets Open Six Days a Week

As of the end of June, all 15 certified Foothill Farmers' Markets are open and buzzing with shoppers. Patrons can visit one each day of the week, except Monday, which is the farmers' day of rest. The County's agricultural marketing director, Nancyjo Riekse, advises customers to make sure the farmers' markets they visit are certified. "Certified farmers' markets (CFM's) are the real thing, places where genuine farmers sell their crops directly to the public, where agrarian and urban communities come together," Riekse says. "But more specifically, a CFM is a location approved by the County agricultural commissioner where certified farmers offer for sale only those agricultural products they grow themselves." For details, visit Foothill Farmers' Market at http://www.foothillfarmersmarket.com/Home.html.

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Union Pacific Foundation Offers Community-based Grants

Nonprofit 501 (c)(3) organizations located in Union Pacific communities may apply for grants from the Union Pacific Foundation. Deadline for 2008 applications is midnight CDT August 15, 2007. The foundation will dedicate

the majority of these grants to help nonprofits build their capacity, increase their impact, and operate more efficiently and effectively. The foundation will be particularly receptive to proposals that fall within the categories of Community and Civic, Fine Arts, and Health and Human Services. Applications must be submitted online only. For complete details and to apply for a grant, visit Union Pacific Foundation at http://www.up.com/found/grants.shtml

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No. California World Trade Center Plans China Trade Mission, Seeks Executive Director

Northern California World Trade Center (NCWTC), which provides programs and services for companies doing business internationally, is presenting the 2007 Environmental Technology Trade & Business Development Mission to China October 8 – 18, 2007. The mission aims to provide California environmental technology firms with the knowledge and contacts to expand into China. Companies participating will receive executive-level training and trade show experiences. Deadline to register for the mission is August 1, 2007. For details and to register, visit NCWTC at http://www.norcalwtc.org/

NCWTC is seeking a new executive director. Top priorities in the position are fund-raising and developing community partnerships. Other duties include supervising the NCWTC staff, managing marketing, and promoting international trade. Send resumes to Gail Klaman at gklaman@metrochamber.org. The NCWTC, a non-profit corporation, is an affiliate of the Sacramento Metropolitan Chamber of Commerce. For more about Sacramento Metro Chamber, visit http://www.metrochamber.org/CWT/Index.aspx

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at econdev@placer.ca.gov or visit the OED Web site at http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx



Office of Economic Development, Placer County, California
June, 2007

- Local Rock Band To Tour Nation
- Placer County Fair to Feature Ag Booths, Exhibits
- Sunnyside Resort a Summer Classic
- Secret Ravine Pre-Harvest Wine Sale Set for August
- Warehouse-size Scrapbooking Store Opens in Rocklin
- Tahoe Farmers' Markets Opening for Summer
- Roseville Company CEO Named Small Businessperson of Year
- Auburn Printers, Inc. Wins WRAP Award
- Lake Tahoe Music Festival Begins "Season of Classics" in July
- Casino Expansion Would Add Luxury Hotel
- Over 100 Companies Attend May Job Fair in Roseville
- What's in Your E-Mail Newsletter?

Local Rock Band to Tour Nation

Beginning June 13 in Salt Lake City, IVES, a local modern rock band, will go on tour, performing at venues throughout Colorado, Nebraska, New Mexico, Arizona, and California. IVES blends multi-part harmonies with alternate-tuning acoustic guitars, electric guitar textures, and ethereal keyboards in a style reminiscent of Mae, Coldplay, and Jars of Clay. Jason Tolliver (guitar/vocals), Grayson Kessenich (guitar/background vocals), Caleb Avila (guitar), Owen Myers (keys), Peter Burton (bass), and Drew Newman (drums/background vocals) grew up as friends in Auburn and together developed their talents for singing, playing, and songwriting. Their debut EP, *Today Is The New Tomorrow*, released in 2006, is a snapshot of the young band developing its own unique sound and style. This CD includes the driving "Wasted Time" and the epic "Life and Love." For more information, visit http://www.fishers.com/ives or http://www.myspace.com/ivestheband.

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Placer County Fair to Feature Ag Booths, Exhibits

Every summer since 1937, the Placer County Fairgrounds in Roseville has come alive with families, animals, carnival rides, and contests. This year, June 21-24, the Placer County Fair, dubbed 'Moovin' & Groovin,' includes hands-on farming and garden produce and preserves exhibits. Future Farmers of America and 4-H kids will still be showing the county's best beef, hogs, sheep, goats, rabbits, and poultry. Visitors' participation in the Junior Livestock Auction, held on Sunday the 24th, provides support of Placer County agriculture, ensuring its continuation. This year, the Placer County Agricultural Marketing Program is collaborating on a booth with PlacerGROWN, Mountain Mandarin Growers Association, Foothill Farmers' Market, and the Mountain Mandarin Festival. At the booth, visitors can pick up information on current events promoting all things PlacerGROWN. For Placer County Fair details, visit http://www.placercountyfair.org/index.html. To learn more about PlacerGROWN, visit http://www.placergrown.org/

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Sunnyside Resort a Summer Classic

Sunnyside Restaurant and Lodge has been known as a Lake Tahoe landmark since the 1950s. Located directly on the shores of Tahoe's west side, Sunnyside is a "classic" haunt for both locals and visitors. Known for its outstanding American-style menu, Sunnyside features fresh seafood and prime steaks in its airy Lakeside Dining Room. During the warm seasons, guests can enjoy drinks and snacks or lunch on Tahoe's largest lakefront deck. Besides the bar and restaurant, Sunnyside offers 23 guest rooms, decorated in classic Tahoe lodge style, and a 25-boat marina. A relaxing haven in all seasons, Sunnyside is also known as the lake's most "happening" summer place. For details, visit Sunnyside at http://www.sunnysideresort.com/. For resort menu and history, visit Tahoe's Best at

http://www.tahoesbest.com/Restaurants/sunnysiderestaurantmenu.htm.

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Secret Ravine Pre-Harvest Wine Sale Set for August

To make room for the 2007 harvest, Secret Ravine Vineyard & Winery, located on five acres in Loomis, will host a Pre-Harvest Sale from noon to 5 p.m. on August 4 & 5. A surprise release is scheduled during the sale. This year's event will also include a display of antique engines and tractors. The winery will be offering a 25 percent case discount (mix and match) and a 15 percent discount on a half-case. Owners Ron and Vicky Morris planted several varietals in the late 1990s and opened Secret Ravine in 200l. Available wines include Zinfandel, Syrah, Sangiovese, and Sauvignon Blanc. "Our 2004 Cab Francs will tease your senses as you taste," said Vicky. "And at the sale, compare two outstanding wines produced from vineyards in Granite Bay and Loomis. Our sensational

summer wines, Gold Fever and Rose, will still be available for those hot August nights." Private wine tastings and tours available. For details visit Secret Ravine at http://www.secretravine.com./home.html or http://www.placerhillswinetour.com/ or email srvwine@ncbb.net.

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Warehouse-size Scrapbooking Store Opens in Rocklin

About 1300 customers came through for the grand opening of Green Tangerines in May, and nearly cleared the shelves. The 10,000-square-foot scrapbooking shop, in Rocklin's Blue Oaks Market Place, was opened by Kelly Mason, 30, and her mother, Paula, who decided to take their scrapbooking hobby to the next level. Kelly's father, Ken Mason, the unofficial store handyman and venture backer, said the store was Kelly's "dream." Kelly said her dream offers scrapbookers the opportunity to do all of their shopping in one location. Green Tangerines also includes an expansive classroom and workshop fitted with large sturdy tables and rolling chairs. For details, visit Green Tangerines at http://www.mygreentangerines.com/ or Roseville Press Tribune at http://www.thepresstribune.com/articles/2007/04/25/news/business/01scrapbook.txt

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Tahoe Farmers' Markets Opening for Summer

In parking lots throughout the North Shore and Truckee, farmers' markets are setting up for summer. At Homewood, markets will be held Saturdays from June 23 through September 1, at the Homewood Mountain Ski Resort. At Kings Beach, on Tuesdays, June 5 through September 5, at Hwy. 28 and Coon Street. Truckee's markets, at the Truckee River Regional Park, are scheduled June 5 through October 9. In Tahoe City, farmers markets will be held Thursdays through October 25 next to Commons Beach. Markets at all locations are open 8 a.m. to 1 p.m. "When you shop locally, you're supporting local agriculture and farmland," said Foothill Farmers Markets field manager Mary Jane Power. For more, visit Sierra Sun newspaper at http://www.sierrasun.com/article/20070531/NEWS/70531001. For a full list of Placer County Farmers' Markets, visit PlacerGROWN at http://www.placergrown.org/farmer_market.php.

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Roseville Company CEO Named Small Businessperson of Year

Craig Stevenson, CEO of e-VentExe, was recently named Small Businessperson of the year by the Sacramento Metro Chamber. e-VentExe is a full-service professional human resource consultant and outsource company Stevenson co-owns with his wife, Amelya. The business is based in Roseville and is expanding to the Bay Area. Craig volunteers time as chair of the Sacramento Metro Chamber's Small Business Committee. For

details, visit the Roseville Press Tribune at http://www.thepresstribune.com/articles/2007/05/23/news/business/03biz_brfs.txt or e-VentExe at http://www.e-ventexe.com/

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Auburn Printers, Inc. Wins WRAP Award

Administered by the California Integrated Waste Management Board, WRAP gives California businesses public recognition for their outstanding waste reduction efforts. Auburn Printers, Inc. is a medium-sized commercial printer that blends innovative technology with decades of craftsmanship. One if its more unique recycling policies is buying its employees lunch with the money received from recycled metal plates, about a hundred pounds a week, and from recycled cans and bottles. In addition, Auburn Printers was able to recycle about 52 tons of paper last year, saving an estimated \$2,500. This is the eighth year Auburn Printers has received a WRAP award for its waste management successes. For more, visit California Integrated Waste Management Board at http://www.ciwmb.ca.gov/WRAP/

or Auburn Printers, Inc. at http://www.auburnprint.com/

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Lake Tahoe Music Festival Begins "Season of Classics" in July

Celebrating 25 years at the lake, Lake Tahoe Music Festival's "Season of Classics" includes everything classic -- classic Beethoven, classic jazz, classic rock, classic Broadway, and more. Audiences will enjoy one headlining act after another: David Benoit, Kenny Loggins, the David Sanborn Group, Craig Chaquico, Franc D'Ambrosio, along with the Festival Orchestra led by Maestro Timm Rolek. Concerts will be held at Homewood Mountain Resort, Tahoe Donner, West End Beach on Donner Lake, Commons Beach, and Granlibakken Resort. As a special treat for opera lovers, on July 23 world-renowned mezzo-soprano Federica von Slade will present a fundraising concert for the LTMF Educational Outreach Program. Several of her students from Berkeley will add to her performance at the Resort at Squaw Creek at 4:30 p.m. For details and festival concert tickets, visit Lake Tahoe Music Festival at http://www.tahoemusic.org/ or email info@tahoemusic.org/ or email info@tahoemusic.org/.

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Casino Expansion Would Add Luxury Hotel

The United Auburn Indian Community announced plans this month to expand Thunder Valley Casino near Lincoln, adding a five-star, 23-story hotel, performing arts center, and more gaming space. The expansion would include a 5,000-vehicle parking structure, spa, ballrooms totaling 30,000 square feet, exhibit space, three new restaurants, and a tribal cultural exhibit area that will house authentic artifacts. The project would bring more than

1,2000 new jobs to the area, and more than a thousand jobs will be required for the construction phase, tribal leaders said. For more, visit the Auburn Journal at http://www.auburnjournal.com/articles/2007/06/18/news/top_stories/01casino18.txt.

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Over 100 Companies Attend May Job Fair in Roseville

The Business Advantage Network's annual Spring Job Fair, held last month, attracted 106 local companies and more than 3,500 job seekers from throughout the region. One participating company, Sears Home Repair, tested and interviewed applicants on the spot, and as a result was able to make immediate job offers. The Business Advantage Network will host a retail job fair in September and a Fall Job Fair in October. For information on upcoming events, employers may call Cindy Burris at (530) 889-4090.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at econdev@placer.ca.gov or visit the OED Web site at http://www.placer.ca.gov/CEO/EconDev.aspx.. For past In Progress Online newsletters, go to Placer County Biz News at

http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx.



IN PROGRESS ONLINE

Office of Economic Development, Placer County, California

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- California Welcome Center-Auburn Seeks Ambassador Volunteers
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- What's in Your E-Mail Newsletter?

North Lake Tahoe Business Assn. Names New Executive Director

The North Lake Tahoe Business Association (NTBA) has named Cheri Sprenger as its new executive director. Sprenger previously worked for the Walnut Creek Downtown Business Association from March 1998 through April 2004, guiding the organization through the "business improvement district" process. Through economic restructuring, design, promotion, and organization committees, the NTBA implements the Main Street Program for Kings Beach and Tahoe Vista. The Main Street Program engages businesses, property owners and local residents in the planning and enacting of programs and events that benefit the community economically and socially. For more information, contact the NTBA at (530) 546-9000 or visit http://www.ntbamainstreet.org/ or the Sierra Sun at http://www.sierrasun.com/article/20070504/NEWS/70504002&SearchID=7 Go to top

PlacerArts to Present "A Starry Starry Night"

A local-wines wine bar, chef-prepared hors d'oeuvres, and live music alfresco await guests at PlacerArts' Board of Trustees Starry, Starry Night party May 24, 7 - 10 p.m., at Horton Farm Iris Garden, in Loomis. A silent auction at the event will offer framed artworks created in the style of Vincent van Gough by Placer Art League members. Raffle tickets will be available for packages donated by Loomis businesses such as the Flower Farm Inn, the Flower Farm Nursery, and High-Hand Nursery. Weather permitting, irises at the Horton Farm are expected to be in full bloom for the party. Tickets are \$20 for PlacerArts members, \$25 for non-members. For details and tickets, call (530) 885-5670 or visit PlacerArts at http://www.placerarts.org/

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California Welcome Center-Auburn Seeks Ambassador Volunteers

The California Welcome Center-Auburn, a state-certified tourism information agency, is seeking volunteers who are friendly, professional in manner, knowledgeable about the area, and interested in sharing their expertise with visitors. CWC Ambassador Volunteers meet and assist travelers from all over the world and interact with other community volunteers and docents. Other exciting volunteer opportunities at CWC's Tourism Information Center and Gift Shop include working on the CWC website; writing newsletter articles; updating the calendar of events; assembling information for weddings, company events, and reunions; and attending local fairs, festivals, and celebrations to distribute information. To prepare for their positions, volunteers will have the opportunity to attend orientations and training seminars, and take "familiarization" trips around the area. The center is located at 13411 Lincoln Way, Auburn. For details or to volunteer, call Jan Decker at (530) 887-2111 or visit CWC at http://www.visitplacer.com/

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Newcastle Produce Welcomes New Chef

As a teenager, Chelsea Federwitz got her first job ever at Newcastle Produce. Now, after graduating from the Culinary Institute of America in Napa, where she completed the Baking and Pastry program, Chelsea is back where she started. She's returning to Newcastle Produce at a time when many improvements and expansions are underway. The market is expanding its produce case and deli; adding a gourmet cheese case, espresso machine, and panini press; and starting to offer boutique wines. "I am striving to use high-quality foods and present them at their best," Chelsea said. "My goals include offering more healthy options, promoting more seasonal and vegetarian-friendly options, as well as new desserts." For more, visit Newcastle Produce at http://www.newcastleproduce.net/newsletter/default.asp?id=109 Go to top

Pescatore Winery Releasing 2006 Barbera

Medium-bodied, fruity-flavored, and not as heavy as Pescatore's other wines is how owner Pat Wegner describes the winery's 2006 Barbera, being released this month. "Many people who like white wine enjoy our Barberas," Pat says. "It's our most popular wine." Pescatore Vineyard and Winery, a small family estate located in Newcastle, is owned and operated by David and Pat Wegner, two sons, Tim and Steve, and their wives, Misti and Noelle. The name Pescatore derives from another family connection; it was the maiden name of Pat's grandmother, who immigrated to this country from Italy at age 13. The Wegner family makes wine in the traditional way, using a basket press and aging it in American and European oak barrels with no fining or filtering. Their 15 acres -- of decomposed granite soil and rolling hills -- provide a Rhone-style growing environment. Pescatore is now offering 2005 releases of Zinfandel, Syrah, Petite Sirah, and Barbera. The moderately-priced wines are available direct from the winery or at local supermarkets and small, independent markets and shops. For more, call (916) 663-1422 or visit Pescatore Vineyard & Winery at http://www.pescatorewines.com/

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Sierra College Offers Construction Boot Camp Training & Job Fair

Young adults looking for a way to get into the construction industry can sign up now for a two-week Construction Boot Camp and Job Fair being held July 9 to 20. The Sierra College Center for Applied Competitive Technologies (CACT) is offering the program to prepare graduates for positions with local contractors, builders, and developers. The intensive training includes hands-on instruction with tools, materials, basic construction math, blueprint reading, and job-seeking skills. Applicants must be age 18 to 22 and drug-free with a high school diploma or GED, and valid California drivers license. Program participants will be ready for entry-level positions in the construction industry as a result of earning certifications in CPR/First-Aid, OSHA Safety Overview, Forklift Safety Training, and Flagger Training. The Boot Camp is sponsored by the Golden Sierra Job Training Agency, Placer County Contractors Association, and 49er Regional Occupational Program. The fee to participate is \$80. For an application, call Carol Pepper-Kittredge at (916)781-6288 or visit http://www.sierracollegetraining.com/

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Interactive Biomass Workshop to Address Forest Health, Alternative Energy

A Biomass Workshop will be held on Friday, June 1, 8:30 a.m. - 4:30 p.m. at the North Tahoe Conference Center, in Kings Beach. The workshop is the latest in an ongoing series of working conferences addressing forest health, fuel load reduction, and economic development potential from biomass in the Sierra and Tahoe regions. Hosted by the Sierra Economic Development District (SEDD), Western Governors Association,

California Department of Forestry, and Placer County, the workshop is open to anyone interested in the region's forest health, fire safety, and alternative energy future. Participants will discuss the latest advances in the use of biomass-based fuels and other products. They will hear the latest on regulatory compliance and share lessons learned from recent biomass projects. Each interactive session will be facilitated by leading experts. The cost, \$25 per person, includes registration, parking, lunch, and materials. To register, contact SEDD at (530) 823-4703 or sedd@sedd.org

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Employment Training Panel Assists Placer County Firms

The California Labor and Workforce Development Agency's Employment Training Panel (ETP) approved two additional contracts for Placer County companies at its April 26th meeting. The Panel awarded a \$47,520 contract to Brower Mechanical, Inc. of Rocklin. Established in 1970, Brower provides heating and air conditioning services, sales and installations throughout the Sacramento Valley. Also, the panel awarded \$49,500 to Polycomp Administrative Services, Inc. of Roseville. Polycomp creates and designs retirement plans, self-directed IRA's, and Association Trusts for its clients. ETP is a business and labor supported state agency that helps employers strengthen their competitive edge by providing funds to partially offset the costs of job skills training necessary to maintain high-performance workplaces. California's ETP is a performancebased program, providing funds for trainees who successfully complete approved training programs and are retained in well-paying jobs for a specific period of time. The program is funded by the Employment Training Tax paid by California employers. It targets firms threatened by out-of-state and international competition. Since its inception in 1983, the ETP program has provided over \$1 billion to train more than 660,000 workers in more than 65,000 companies. For more information on ETP, contact Charles Lundberg at (916) 327-5261 or clundberg@etp.ca.gov

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Metro-Pulse Business Retention & Expansion Program Launched

On May 9, the Placer County Office of Economic Development joined two dozen other economic development organizations in the Sacramento Metropolitan Region to launch "Metro-Pulse." Metro-Pulse is a business retention and expansion system that matches business owners with services and resources they need to succeed and remain competitive in the region. Businesses in Placer County can now go online and self-assess their needs. This information is then transmitted to the Placer County Office of Economic Development, and service providers quickly follow-up with the needed resources. There is no cost for a business to visit the site or to do a self-assessment. Individual business data is kept strictly confidential. Aggregate data from business sectors will be gathered and analyzed, and trends noted and publicized. Information gathered will help the Sacramento Metropolitan Chamber of Commerce and others to pro-actively advocate for

business-friendly laws, policies, and regulations. Director of Economic Development Dave Snyder is excited about the potential of this new program. "Studies show that 80 percent of employment growth in any community is driven by existing businesses and that it is ten times less expensive to retain business than to recruit new ones. This program will allow us to target businesses in Placer County that are already contributing to our regional economy and give them access to the tools that will enable them to grow and prosper." For details and business assessment, visit Metro-Pulse at http://www.metropulse.org/

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Regional Job Fair Set for May 24

Career opportunities will abound at one of the region's largest job fairs, on May 24, 10 a.m. to 3 p.m., at the Placer County Fairgrounds, 800 All America City Blvd., in Roseville. More than 100 employers will attend the fair. The job fair is hosted by Placer County and the Business Advantage Network, a coalition of government and nonprofit agencies that coordinate recruiting and informational events that bring businesses and potential employees together. All of the network's services are free to job seekers and employers. The Business Advantage Network sponsors two job fairs each year. Cosponsors of the May 24th fair include Gold Country Media, Placer County Office of Economic Development, Roseville Chamber of Commerce, and the Workforce Investment Board. Abso and Thunder Valley are corporate sponsors for this year's event. For details, call Cindy Burris at (530) 889-4090 or visit Placer County at http://www.placer.ca.gov/hhs/CalWorks/JobFairs.aspx

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Tahoe City Downtown Group Conducts Business Survey, Plans June Fest

"We've recently sent out about 500 eight-page business surveys to downtown and home business people," said Kelly Atchley, Tahoe City Downtown's executive director. "We're asking, for instance, what people want in town and who should be responsible for what. In part, the survey will help us in considering whether we want to pursue an assessment district here." Atchley said the group is also busy planning its Heart & Solstice Festival, June 17 - 24, Tahoe City's start of summer event. The festival will include a street dance, an all-American BBQ, a wine block, opening of the new Heritage Plaza, and the first of the free summer concerts held every Sunday, 4 - 7 p.m. at Commons Beach. For details, call Atchley at (530) 583-3348 or visit http://www.visittahoecity.com/events.html

What's in Your E-Mail Newsletter?

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IN PROGRESS ONLINE

Office of Economic Development, Placer County, California

Vol. 8, No. 4 April, 2007

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- North Tahoe Celebrates Earth Day April 28
- Roseville Planning New Environmental Preserve, Recreation Area
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- Three Friends Bring Long Experience to Lincoln Venture
- International Event to Showcase Region's Business Environment
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- Placer County Releases 2007 Economic Profile
- Roseville Hosts "High Octane" Downtown Tuesday Nights
- What's in Your E-Mail Newsletter?

Auburn Symphony Performs at Mondavi Center April 29

Tickets are still available for Auburn Symphony's "Beethoven Triumphant" concert to be presented Sunday, April 29, 3 p.m., at the Mondavi Center in Davis. The program includes Beethoven's Symphony No. 9 in D minor, *Choral*, with a 200-voice choir and noted soloists. This concert marks Auburn Symphony's third appearance at the Mondavi. Tickets are \$25 each. For details and tickets visit Auburn Symphony at http://www.auburnsymphony.com or call (530) 823-6683.

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Loomis Iris Gardens in Bloom

Loomis is awash with colorful irises this month. Visitors are welcome to see the blooming displays at Yarda's Ditchwater Iris Garden or Horton Farm Iris Garden, both in

Loomis. Each garden contains about a thousand varieties of tall bearded irises. At Yarda's, experimental iris beds contain nearly 300 new and not yet-released irises from all over the world. These unusual varieties are being grown for show and competition at the 2008 Regional Iris Convention, to be hosted by the Sierra Foothills Iris Society and held in Loomis. On May 12 & 13, the studio of Doug Horton, Horton Farm Iris Garden's resident artist, will showcase the work of 11 local artists as part of Loomis Art Loop, a free Mother's Day Weekend studio tour, 10 a.m. to 5 p.m., in seven locations in the Loomis Basin area. For more, visit the Loomis News at http://www.theloomisnews.com/articles/2007/04/23/news/community/03iris.txt or Horton Farm Iris Garden at http://www.hortonirisgarden.com/ or Loomis Art Loop at http://www.loomisartloop.com/.

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Partners Produce Award-Winners at Ophir Wines

The growth of Ophir Wines, located in Newcastle, is the story of three California food and wine lovers who shared a dream of growing and producing fine wine. Owners Mike Abbott, Paul Burns, and Craig Green produce about a thousand cases of wine a year from grapes they grow themselves in several local vineyards. The partners have concentrated on varietals well suited to the sun and soil of their Sierra Foothills location, mainly Sauvignon Blanc, Syrah, and Petite Sirah, each of which has garnered awards at regional or national wine competitions. Ophir Wines' 2004 Reserve Petite Sirah, for instance, won a Silver at the 2007 National Women's Wine Competition and Bronze at the 2007 Grand Harvest Awards. For more, visit Ophir Wines at http://www.placerhillswinetour.com/ophir.htm or Granite Bay View at http://www.granitebayview.com/article/2006/4/663.

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North Tahoe Celebrates Earth Day April 28

The 2007 North Lake Tahoe/Truckee Earth Day Festival is slated for Saturday, April 28, 10 a.m. – 5 p.m., at the Village at Squaw Valley USA. This all-ages, community sponsored event will focus on how to help combat global climate change. Earth Day will feature a diverse array of speakers and earth-friendly vendors. The zero-waste event includes organic beer and wine tasting, a children's art contest, an Eco Parade, 12 bands on three stages, a Haute Trash Fashion Show, and the Patagonia Wild and Scenic Film Festival. For more, visit http://www.TahoeTruckeeEarthDay.org or the Tahoe World at http://www.tahoe-world.com/content/view/9020/62/.

Roseville Planning New Environmental Preserve, Recreation Area

The City of Roseville has purchased two parcels of land totaling approximately 1,700 acres that can be used for recreation and preservation. The master plan for the Reason Farms Environmental Preserve is expected to be complete by the end of the year and portions of the preserve ready for use by 2009. In concept, the preserve would be open to the public from April through October and include nature trails and nature center, non-motorized boating pond and marina, primitive camping, outdoor adventure area, picnic pavilions, equestrian facilities, special event area, dog park, blinds for viewing wildlife, model airplane field, and a vernal pool and wetland habitat preserve. For more, visit the City of Roseville at

http://roseville.ca.us/parks/parks_n_facilities/planning_our_parks/parks_in_the_works.asp#reason

or Placer Land Trust at http://www.placerlandtrust.org/reason.htm.

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SBDC Relocates to Roseville Gateway

This month the Sierra College Small Business Development Center (SBDC) moved to a new location in Roseville, at 333 Sunrise Avenue, Ste. 885. The SBDC provides business management counseling and training for business owners. The center offers assistance to business people who want to be more successful, whether they have been in business for years or are just starting out. The mission of the SBDC is to improve the economy of the region by helping businesses thrive – one business at a time. The SBDC is a top-rated center in California, the result, the SBDC Web site notes, of its talented, dedicated team, who enjoy contributing to the success of business owners and the prosperity in the six-county area it serves. For more, visit SBCD at http://www.sbdcsierra.org/ or call (916) 781-6235.

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Three Friends Bring Long Experience to Lincoln Venture

Friends for 15 years, Lincoln Produce Market owners Brian Wright, Jan Binneweg, and Randy Kliewer bring more than 75 years cumulative experience to their "one-stop local source" for fresh food and Placer County wine. Their market, at 415 A Street in Lincoln, offers fresh produce; soups, salads, and sandwiches; prepared-from-scratch meals for take-out or dining in; artisan cheeses and other gourmet foods; microbrews and fine wine; gift baskets, and fresh bread daily. The trio is committed to using fresh, seasonal local products and preparing wholesome meals. Their Wine Club offers savings on monthly wine selections, and they often host wine tasting events and dinners with local wineries. The market will host a Cinco De Mayo dinner with Green Family Vineyards Saturday, May 5. For more, visit Lincoln Produce Market at http://www.lincolnproduce.com/ or the

http://www.bizjournals.com/sacramento/stories/2006/07/24/story9.html?from_rss=1.

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International Event to Showcase Region's Business Environment

The Tenth Annual Capital City Consular Corps Luncheon is set for May 22, noon to 1:30 p.m. at Hyatt Regency at Capitol Park, in Sacramento. Hosted by the Northern California World Trade Center and its partners, the event is known as the region's premier international business networking event. The luncheon typically draws more than 500 attendees, including government representatives from 60 countries, including Consuls General from California's key trading partners -- Mexico, Canada, Germany, China, the United Kingdom, Taiwan, and Japan. The event honors California's diplomatic community and showcases the dynamic business environment of Sacramento and the Central Valley as "the" place to do business in California. Sponsorship opportunities are available. For more, visit the Northern California World Trade Center at http://www.norcalwtc.org/events.htm or contact Jennifer Younathan, at (916) 447-9827 or jounathan@norcalwtc.org.

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Northstar-at-Tahoe Proposes Mountain Master Plan

Development at Northstar-at-Tahoe includes more than real estate construction at the base of the mountain. The resort is also moving ahead with extensive plans to add to and update the mountain's ski lifts to make room for visitors who are coming to the resort's new village, lodges, and condos. The resort has immediate plans to add two new lifts, currently under review by Placer County. Northstar-at-Tahoe's Overall Mountain Master Plan (OMMP) also includes on-mountain skier facilities, snowmaking, utilities, maintenance-access roadways, and other recreational components such as camping, biking, and cross-country skiing facilities. For more visit Northstar-at-Tahoe at http://www.northstarattahoe.com/summer/index.asp or the Sierra Sun at

http://www.sierrasun.com/article/20070207/NEWS/70206013&SearchID=73279144260187.

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Placer County Releases 2007 Economic Profile

The 2007 Placer County Economic and Demographic Profile, now available online, covers the county's demographics, education, business climate, real estate, infrastructure,

and quality of life. The county's Office of Economic Development commissioned the Sacramento Regional Research Institute (SRRI) to do the profile. The SRRI is a joint venture of the Sacramento Area Commerce and Trade Organization (SACTO) and California State University, Sacramento. Placer County, one of California's fastest growing counties, is a key component of the Sacramento region's economy. The profile includes the most recent data for Placer County and its incorporated cities along with five-year and 10-year historical data points and projections. To read the profile, visit Placer County Economic Development at

http://www.placer.ca.gov/upload/ceo/ecd/documents/2007finalpceconomicdemographicprofile.pdf.

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Roseville Hosts "High Octane" Downtown Tuesday Nights

Free family fun, live musical entertainment, and the largest weekly classic car cruise in Northern California -- that's the exciting recipe for Downtown Tuesday Nights, 5 - 9 p.m., starting May 1, on Vernon Street in Roseville. The weekly street fair, running through July 31, offers more than 100 vendors (food and arts & crafts), a beer & wine garden, farmers market, kids' Fun Zone, live music, and the classic car show. Parking and admission are free. Bands perform 6 - 9 p.m. Performing May 1 is the R&B group Innersoul. Tuesday Nights' presenting sponsor is Roseville Hyundai; stage sponsor is West Park. For more visit, Downtown Tuesday Nights at http://www.downtownroseville.com/dtnTuesNights.html.

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- Mountain Mandarin Web Sites Named Dottie Awards Finalists
- California Posts Record Export Sales for 2006
- "Keep Art in Our Future" Campaign Receives a Boost
- Government Contracting Seminar Set for April 25
- Sage Software, Inc. in Rocklin A High Performance Workplace
- County's Oldest Working Winery Produces Noted Reds
- Reno-Tahoe Group Plans 2018 Winter Olympics Bid
- North Auburn Market & Commercial Study Released
- Roseville Job Fair Planned for May 24
- Organic Café Opens in Auburn
- What's in Your E-Mail Newsletter?

Quarry Pond Town Center Wins "Best New Retail"

Quarry Pond Town Center in Granite Bay has won the prestigious 2006 Real Estate Project of the Year for "Best New Retail." The award was presented by the Sacramento Business Journal on February 9, 2007, at the Hyatt Regency Hotel in downtown Sacramento. Quarry Pond, containing more than 41,000 square feet of space, has been open since mid-December, despite on-going construction. The center is home to some of Placer County's most unique shops and upscale restaurants. They include Pizza Antica, where the food is prepared by James Beard award-winning chef Gordon Drysdale; Bay Gourmet, featuring artisan cheeses, cured meats, and desserts; and Winestyles, which organizes wine inventory by "taste" style categories. Located on six acres at 5550 Douglas Blvd., Quarry Pond features a natural pond and architectural details such as decorative, translucent walls that open the shops and restaurants to natural light. Take a virtual tour of Quarry Pond at http://www.quarrypond.com./

Mountain Mandarin Web Sites Named Dottie Awards Finalists

The 2007 Dottie Awards, held in Sacramento March 8, marked the tenth annual recognition of Northern California's best Web sites. Winners were named in 16 different categories and for Top Dot and Peoples' Choice Award. In the "Healthcare, Biotech, Agriculture & Engineering" category, two Mountain Mandarin Growers Association Web sites were chosen as finalists – http://www.mountainmandarins.com and http://www.mountainmandarins.com and http://www.mountainmandarins.com and http://www.mountainmandarins.com and http://www.sandjmandarins.com. Both sites were designed by Bourn Creative, a graphic design company located in Rocklin. A panel of judges chooses Dottie finalists based on a point system, Jennifer Bourn explained, and Bourn Creative's mandarin sites were two of five finalists in the category. "It helps to have such delicious and beautiful fruit to promote," Bourn said. Bourn Creative has won awards from the International Association of Business Communicators (IABC) and the Sacramento Public Relations Association. This was the company's first year to enter the Dottie Awards. For more, visit Bourn Creative at http://www.bourncreative.com/index.htm or the Dottie Awards at http://www.thedotties.com

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California Posts Record Export Sales for 2006

The value of California's worldwide merchandise exports for 2006 totaled \$127.7 billion, a 9.3 percent increase from 2005 and a record high amount, according to the Northern California World Trade Center (NCWTC). Computer and electronic products (\$44.5 billion), machinery (14.8 billion), transportation equipment (\$13.5 billion) and chemical products (\$8.6 billion) were California's top four export sectors. The state's top three export markets were Mexico, Canada, and Japan, followed by China. Exports from California to China nearly tripled between 2000 and 2006, expanding from \$3.5 billion in 2000 to nearly \$10 billion last year. California is the top U.S. exporting state to China. Trade statistics were generated by NCWTC using data provided by the U.S. Department of Commerce's Office of Trade and Industry Information. For details, visit Northern California World Trade Center at http://www.norcalwtc.org/tradestats.htm.

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"Keep Art in Our Future" Campaign Receives a Boost

Roseville Arts received a generous donation on March 8 from MV Public Transportation in support of its "Keep Art in Our Future" capital campaign. The campaign is nearing its financial goal toward completion of Roseville Arts' Blue Line Gallery, a 5,500-square-foot arts facility planned for the ground floor of the City of Roseville's Civic Plaza parking structure in Downtown Roseville. MV Transportation Inc., based in Fairfield, provides public transportation services to Roseville residents. MV contracts with more

than 140 local governments and transit agencies in 26 states and employs more than 10,000 transit professionals. In a letter to Roseville Arts, MV president Kevin Klika wrote in part, "The arts help beautify, enrich, and define communities...and we commend you for the work you do." For details about the "Keep Art in Our Future" campaign, visit Roseville Arts at http://www.rosevillearts.org or contact Barbara Dolder at rosearts@surewest.net or (916) 783-4117.

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Government Contracting Seminar Set for April 25

A free "super seminar" to help businesses learn about government contracting will be held April 25, 8 a.m. to 3 p.m., at Sunset Center, 2650 Sunset Blvd., in Rocklin. Attendees with learn how to sell their products and services to federal, state, and Placer County and City agencies. Presenters include the California Department of General Services, County of Placer, Sierra College Small Business Development Center, and the Federal Technology Center. Two panels, representing seven governmental entities, will discuss federal and local government contracting. The seminar is hosted by the Federal Technology Center, Placer County, and the City of Rocklin. Pre-registration is required. For details and to register, visit http://www.TheFTC.org/super or call (916) 334-9388.

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Sage Software, Inc. in Rocklin – A High Performance Workplace

Sage Software, Inc. is a prime example of a company moving to a high performance workplace. Founded in 1982 and headquartered in Irvine, the company has a Rocklin-based facility that produces accounting and enterprise software for small and mid-sized businesses. With 650 employees in California and over 10,000 worldwide, Sage competes with software giants Microsoft, Oracle, and Intuit for business. The company must rely upon superior sales, marketing, new product implementation, and customer service skills to enhance its market position. The California Employment Training Panel (ETP) has approved two training contracts for Sage over the past five years. The most recent contract will allow the company to train its workers in new business, computer, and continuous improvement skills to remain competitive in the software development industry. The skills gained by Sage's employees will allow the company to provide integrated services to its customers and improve product efficiency. To learn more about pursuing a training grant through ETP, contact Charles Lundberg at clundberg@etp.ca.gov. For more about Sage Software, visit http://www.sagesoftware.com/

County's Oldest Working Winery Produces Noted Reds

Ron Hyatt and Neal Baumbach hand-make their wines in the oldest working winery in Placer County, the Bernhard Winery, on Auburn-Folsom Rd. in Auburn. With the help of Chinese laborers, Bernhardus Bernhard completed his "Old Rock Winery" in 1874. The building held more than 10,000 gallons of spirits and today provides the constant ideal temperature for aging the red wines that Hyatt-Baumbach Cellars is noted for -- Barbera, Charbono, Zinfandel, Merlot, and Cabernet Sauvignon. In August of 2001, the partners released their first vintage, selling out almost all 250 cases of 1999 Cabernet Sauvignon, Zinfandel, and a blend called Bella Firenze. Their stated goal is to produce the finest Italian and French varietals available in California. The winery holds live music events and public and private tastings. For details, visit Hyatt-Baumbach Wines at http://www.hbwine.com/ or contact the partners at hbwines@sbcglobal.net. For information about Placer County Wine and Grape Association, visit http://www.placerwineandgrape.org/.

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Reno-Tahoe Group Plans 2018 Winter Olympics Bid

A Reno-Tahoe coalition has begun building support for a possible 2018 Winter Olympic bid around Lake Tahoe, site of the 1960 Games. A group of business leaders and politicians known as the Reno-Tahoe Winter Games Coalition won unanimous support in February from the Placer County Board of Supervisors to pursue the plan. Soon after, Governor Arnold Schwarzenegger's office signaled the governor would consider supporting a bid if the U.S. Olympic Committee pursues the 2018 Games. Jim Vanden Heuvel, the coalition's chief executive officer, estimates the region would need \$1.6 billion in improvements to host the 2018 Games, but said that much of the cost could be funded from the sale of broadcast rights, international sponsorships, and grants. The U.S. Olympic Committee will likely decide within two years if it wants to make a U.S. bid for the games. For more, visit NBC Sports at

http://www.nbc11.com/sports/10966078/detail.html

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North Auburn Market & Commercial Study Released

In 2006, Placer County commissioned a North Auburn Market and Commercial Study. Marie Jones Consulting of Berkeley has completed its work, and copies of the study are available on the County's website. The purpose of the study is to identify current market conditions and support new development to further strengthen Highway 49's retail sector and the Bowman Area's visitor-serving businesses. The analysis explores demographic, economic, and market conditions in the retail trade areas and identifies current market

support for new development in accommodations, office, and retail projects; explores the stakeholder concerns of business interests and others in the area; and, finally, makes recommendations for moving forward with economic development and redevelopment activities. Copies of the report are available at

http://www.placer.ca.gov/upload/ceo/ecd/documents/nama07.pdf "Quick Links."

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Roseville Job Fair Planned for May 24

The Placer County Business Advantage Network is sponsoring a free job fair on May 24 at the Placer County Fairgrounds in Roseville. Jobseekers will find more than 130 companies represented at the fair. Also available will be on-site resume critiquing. For details, visit Placer County at http://www.placer.ca.gov/jobfair or call Cindy Burris at (530) 889-4090.

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Organic Café Opens in Auburn

A juice bar and eatery dubbed Pachamama's is now open in the Gold Country Mall in Downtown Auburn. Owner Dawntrix Kerry also owns two other businesses in the same location -- Ahmbiance and Auburn Alchemy. Kerry's new venture, opened February 14, features food and drink to "nourish your body, nurture your soul" -- fresh juices and real fruit smoothies, vegetarian and vegan wraps, salads, desserts, organic coffee and tea, and local and organic wines and brews. Whenever possible, Pachamama's uses fresh PlacerGROWN ingredients in its offerings, Kerry said. Kerry is active in the Downtown Auburn Business Association. For more, visit Auburn Alchemy at http://www.auburnalchemy.com or call Kerry at (530) 889-9494.

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- Auburn Community Cancer Endowment Fund to Hold Spring Fundraisers
- Placer County Leads State in Job Growth
- Placer County Studies Sunset Industrial Area
- eWomenNetwork Foundation Fundraiser to Benefit Local Charity
- NEC Adds 60 jobs at Roseville Plant
- Bucks for Bikes Program Subsidizes Bicycle Commuters
- Nor Cal World Trade Center to Host Exporting and Importing Seminars
- Resplendent Reds at Green Family Winery
- Paciocco's Offers a Taste of Italy in Lincoln
- Auburn Symphony Goes to the Mondavi in April
- What's in Your E-Mail Newsletter?

Foundation's Arts Initiative Will Benefit County Arts

Through support from the James Irvine Foundation, the Placer Community Foundation will establish a comprehensive Arts Initiative this year to benefit Placer County arts. During the next few months, the foundation will hold a series of focus groups and conduct a survey of nonprofit arts organizations along the county's western slope to gather ideas, suggestions, and perceptions about the arts and arts philanthropy. "Gathering information from community-minded individuals is critical to the effective, long-term impact this initiative will have on local artists, arts organizations, and arts philanthropy in our region," said Veronica Blake, CEO of Placer Community Foundation. For more, visit Placer Community Foundation at http://www.placercf.org or call (530) 885-4920.

Auburn Community Cancer Endowment Fund to Hold Spring Fundraisers

Since its inception in April 2001, Auburn Community Cancer Endowment Fund has raised \$1.6 to support cancer research at the UC Davis Cancer Center. The endowment was started by several concerned citizens in the Auburn area and today is run by a group of about 30 local residents. Endowment funds have been raised through individual contributions and special events such as golf tournaments, fun runs, and dinners. In April 2005, the endowment surpassed \$1 million. This spring the endowment plans two fundraisers: a presentation of Franz Lehar's operetta "The Count of Luxumbourg" done by the Russian-American Music Academy, March 24, 6:30 p.m. at DeWitt Theater, in Auburn; and a 24-Hour Mountain Bike Race, May 5 - 6 in Cool, California. Anyone interested in attending or helping with these events is invited to call Sherry Wicks at (530) 889-1401, ext. 205. For details about Auburn Community Cancer Endowment, visit http://www.accef.org/

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Placer County Leads State in Job Growth

Placer County's job growth increased 128 percent during a 15-year period, the highest in the state and the most recent evidence that employment continues to shift from coastal communities to inland California. Placer County -- which includes large private employers such as Hewlett-Packard Co. and SureWest Communications -- added 78,400 jobs from 1990 to 2005, according to a California Budget Project report released in January. The county's job-growth was more than three times the 46 percent average for all inland counties in the state. Professional and business service-related jobs increased 87 percent during the 15-year period, the largest percentage job-growth sector in the 38 inland counties, according to the report. The trade, transportation and utilities category added about 231,000 jobs, the largest number of positions in the inland counties. For more visit the Sacramento *Business Journal* at

http://www.bizjournals.com/sacramento/stories/2007/01/22/daily41.html?f=et76&hbx=e_du

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Placer County Studies Sunset Industrial Area

The Sacramento Regional Research Institute (SRRI) has embarked on a study of the economic benefits of the Sunset Industrial Area (SIA). The SIA, located on several thousand acres in the "Golden Triangle" between Roseville, Rocklin, and Lincoln, serves as the county's economic engine for the creation of primary wage-earner jobs. In the study, SRRI, a joint venture of the Sacramento Area Commerce & Trade Organization (SACTO) and Sacramento State University, will undertake three main tasks: estimate the

level of economic activity taking place in SIA, including trends and expectations; focus on the long-term outlook based on the Sacramento Area Council of Government's Blueprint & Land Use Study; and conduct a survey of SIA firms to gather opinions on the business climate, growth expectations, satisfaction with county services, and infrastructure needs. SSRI will present its findings in the spring of 2007. For more, visit the Sacramento Regional Research Institute at http://www.srri.net/ or the Sacramento Area Commerce & Trade Organization at http://www.sactoedc.org/go/sacto/index.cfm

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eWomenNetwork Foundation Fundraiser to Benefit Local Charity

eWomenNetwork Foundation of Rocklin/Granite Bay is hosting a fundraiser called "Simply Hearted...You" February 28, 6 - 8:30 p.m., at the Williams + Paddon Building, 2237 Douglas Blvd., in Roseville. The event will include food, fun, networking, music, a silent auction, and special raffle. Funds raised will be granted back to a local charity that supports services for women and children. "This event will be a great opportunity to meet some of the region's most smart, savvy, and sensational business women," explained Stephanie Sherwood, managing director for eWomenNetwork's Rocklin/Granite Bay chapter. Tickets: \$20 members, \$25 guests; all tickets purchased after February 26 are \$40. For tickets, call (916) 624-2540. For more, visit eWomenNetwork at https://events.ewomennetwork.com/event/calendar.php?lid=147

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NEC Adds 60 Jobs at Roseville Plant

NEC Electronics America Inc. has hired 60 employees for its expanded semiconductor manufacturing operations in Roseville, delivering on a manufacturing strategy announced a year ago. The new hires bring the total number of employees at the Roseville facility to 850, up from 715 in the fall of 2005. Last February the company announced plans to add 100 jobs at its Roseville plant over the next two years as part of a worldwide restructuring by its parent company. NEC Electronics America, based in Santa Clara, expects to see an increase in demand for its 0.15-micron-based products (now to be made in Roseville) from customers in the automotive industry, and from designers using semiconductors in consumer devices such as digital cameras, memory sticks, and mobile and handheld products. For more, visit the Sacramento *Business Journal* at http://www.bizjournals.com/sacramento/stories/2007/02/05/daily11.html?f=et76&hbx=edu

Bucks for Bikes Program Subsidizes Bicycle Commuters

A cost-effective, parking-friendly, and healthful commute choice is now available for those who live and work in Placer County. The Bucks for Bikes program provides a subsidy of 60 percent, up to \$200, towards the cost of a new commuter bike and, if needed, bicycle helmet, light, lock, and/or rack. Bucks for Bikes aims to inspire single-occupancy vehicle drivers to switch to a non-polluting, traffic-relieving mode of travel. The program is sponsored by the Placer County Transportation Planning Agency and the City of Roseville, and funded by a Clean Air Grant from the Placer County Air Pollution Control District. Applications for Bucks for Bikes will be accepted until March 30, 5 p.m. Funds are limited and only those who are committed to using bicycling as an alternative to driving alone are encouraged to apply. For a Bucks for Bikes Application & Usage Agreement and Policies & Guidelines, visit http://www.pctpa.org/alttrans/bucksforbikes.htm. With questions, email Solvi Sabol at sabol@pctpa.org or call (530) 823-4029.

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Nor Cal World Trade Center to Host Exporting and Importing Seminars

The Northern California World Trade Center (NCWTC) is hosting two international trade seminars in March. At "Introduction to Exporting," on March 8, participants will learn about the basics of exporting from Michael Clark, an international business expert who chairs the Northern California Export Council. "Introduction to Importing," on March 15, will be led by Ester Gordillo, international trade consultant with the Center for International Trade Development. Both seminars will be held 9 a.m. - 12 noon at One Capitol Mall, Ste. 300, in Sacramento. Admission to each seminar is \$55 for members, \$70 for non-members. Those who join the NCWTC by February 28 will receive a complimentary admission to the seminar of their choice. For details or to register visit NCWTC at http://www.norcalwtc.org/seminars.htm

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Resplendent Reds at Green Family Winery

The Green Family Winery has a motto: "If it isn't red, it isn't wine." Owner Charlie Green specializes in the sophisticated red wines, Syrah and Barbera, that grow so well in the Sierra Foothills. Green employs traditional methods in the winery and practices sustainable agriculture in the vineyard. "We believe in the use of great grapes, fine oak barrels, and lots of time," Green says. Green family's wines are not fined or filtered, and the winery doesn't tamper with aspects of a wine's character, such as its alcohol content. The small, Auburn-area winery produces 600 to 700 cases a year. For more, visit Green Family Winery at http://www.greenfamilywinery.com/ or *Inside Roseville* magazine at

http://www.insideroseville.net/2004-fall/article-wineries.html or Placer County Wine & Grape Association at http://www.placerwineandgrape.org/

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Paciocco's Offers Lincoln a Taste of Italy

Rick Gilmore envisioned an experience rather than just an eatery the first time he saw the 1863 building at 537 G. St. in Lincoln. Over the last two and a half years, following countless hours of sweat equity, the vision has become tangible. Today, Paciocco's Italian Delicatessen & Trattoria is a feast for all the senses, complete with the smell of fresh-baked focaccia floating in the air. The deli's shelves are stocked with a wide range of olive oils, pastas, cheeses and spreads from all over the world, and Paciocco's serves 30 different types of sandwiches, many main dishes, and "excelentisimo" pizza. Gilmore notes that ingredients are fresh and all dishes are handmade. "I'm told we have the best meatballs anywhere," he says. "I'm also told that people are crazy about our Italian sausage and pepper sandwich, and that our Italian roasted chicken is to die for." Paciocco's also offers catering and cooking classes. For more visit the Lincoln *News Messenger* at

http://www.lincolnnewsmessenger.com/articles/2006/10/26/news/business/01pacioccos.t xt or

Paciocco's at http://www.pacioccos.com/

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Auburn Symphony Goes to the Mondavi in April

For the third year in a row, Auburn Symphony will perform in concert at the Mondavi Center for the Performing Arts at UC Davis. Each year more than a thousand people have attended this special presentation of great classical masterworks. The symphony's 2007 Mondavi offering, an ambitious all-Beethoven concert called "Beethoven Triumphant," will be presented on Sunday, April 29, at 3 p.m. The grand finale will be Symphony No. 9 in D minor, *Choral*, with a 200-voice choir and soloists from the San Francisco Opera. Called "one of our community's and the region's greatest cultural assets," Auburn Symphony is celebrating its 20th Anniversary year during this 2006-2007 season. Two subscription concerts (each presented twice) remain in the season: "Tales of Musical Magic" with guest soloist cellist Tina Guo, February 24, 7:30 p.m. and February 25, 3 p.m.; and "Pageantry, Poetry & Passion" April 14, 7:30 p.m. and April 15, 3 p.m., both at Placer High Auditorium, Auburn. For details and tickets visit Auburn Symphony at http://www.auburnsymphony.com or call (530) 823-6683.

What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at econdev@placer.ca.gov or visit the OED Web site at http://www.placer.ca.gov/CEO/EconDev.aspx.. For past In Progress Online newsletters, go to Placer County Biz News at http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx



IN PROGRESS ONLINE

Office of Economic Development, Placer County, California

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2007 PlacerGROWN Farm Conference – Not Just for Farmers

For the first time, the annual PlacerGROWN Farm Conference will offer workshops of interest to the general community. Author Jessica Prentice will present a "Food and the Hunger Connection," discussing her book *Full Moon Feast*. "Celebrating the Abundance of Local Foods, Season by Season" will be presented by Jennifer and Darren Cliff, editors and publishers of *Edible Sacramento*, a quarterly publication about locally grown foods. "Cooking Out of the Box," led by Janis Wikoff and Carol Arnold of Auburn, will introduce attendees to the simplicity and ease of eating what's available locally. The PlacerGROWN Farm Conference will be held Saturday, February 3, 8 a.m. – 3:30 p.m., at Lincoln High School, Lincoln. For details, visit www.placergrown.org or call Molly Johnson at (530) 887-5473.

Auburn Symphony Performs "Tales of Musical Magic" Concerts in February

Guest soloist Tina Guo will perform the Elgar Cello Concerto in E minor at Auburn's second subscription concert of the season, to be presented February 24th and 25th at Placer High Auditorium in Auburn. Guo performs around the world and will make her New York debut in a solo recital at Carnegie Hall this year. Also on the concert program are the fantastic tales of *Hansel and Gretel* (Humperdinck), the *Firebird* (Stravinsky), and *Sarka*, Queen of the Amazons of Bohemia (Smetana) -- all brought to life in vividly descriptive and beautiful music. Saturday's concert is at 7:30 p.m.; Sunday's at 3 p.m. For details and tickets, call (530) 823-3986 or visit www.auburnsymphony.com.

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Tahoe City Downtown Group Hires New Executive Director

C. Kelly Atchley became Tahoe City Downtown Association's executive director on the first of the year. Atchley had been serving as TCDA's executive administrator. A 25-year resident of Tahoe City, Atchley retired in 2005 after more than 20 years with the Placer County Sheriff's Department. Atchley, who has a Masters Degree in Public Administration, serves on the North Lake Tahoe Boys and Girls Club board, and for the past six years has held an elected position on the Tahoe City Public Utility District board. In her new position, she will work to increase TCDA membership, promote its role as a proactive business voice, and further develop relationships with its partner agencies -- Placer County, North Lake Tahoe Resort Association, and other area business groups. Atchley's first major task will be coordinating TCDA's 2nd Annual Membership party, January 23, at the Blue Agave restaurant, in Tahoe City. For details, visit Tahoe City Downtown Association at http://www.visittahoecity.com or contact tcda@visittahoecity.com or contact

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No. California World Trade Center Presents "The California Debates 2007: A Celebration of Mexican Democracy"

The Northern California World Trade Center (NCWTC) invites the public to attend the first annual California Debates, Monday, February 26, 6 - 8 p.m. at the Embassy Suites Hotel in Old Sacramento. Three members of the Mexican Congress, representing each of the major political parties, will take the stage at the event and debate on a variety of issues currently impacting California and Mexico. Members of the California Legislature will serve as panelists, questioning their counterparts from Mexico. Topics to be discussed include health care, immigration, the border fence, the newly elected Mexican president, NAFTA, and drug policy. Audience members will have the chance to submit questions. Admission is \$55 - \$65 and includes a three-course dinner. Placer County is a founder of the NCWTC, started in 1995 to provide programs and services for businesses

who want to do business internationally. For details, please call (916) 447-9827 or visit Northern California World Trade Center at http://www.norcalwtc.org/California_Debates.htm.

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North Lake Tahoe's Snow Festival Returns March 3-12

North Lake Tahoe comes to life during its annual Snow Festival with 10 days and nights of fun and frolic in and out of the snow. At this year's festival, March 3 - 12, favorite events will be back, along with more music concerts than usual and many new activities. The festival calendar includes Squaw Valley's Opening Night Celebration, Tahoe City's Festival Parade, Gar Woods' Polar Bear Swim, River Ranch's sculpture contest, ski races, games for all ages, parties, and dog pulls. New events this year include the Kiwanis Irish Stew Feed, Lake Tahoe School Children's Science Exploratorium, Zydeco concerts, Moonlight Snowshoe Tour, Pinball Rally, Jake's Mountain Aloha Tuesday, and a Nordic Trails Interpretive Tour. On March 11, Arts for the Schools presents "The Jungle Book" by Missoula Children's Theatre at North Tahoe High School. Snow Festival lodging packages are available for every budget. For details and reservations, visit North Lake Tahoe Snow Festival at http://www.tahoesnowfestival.com/.

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Lincoln Chamber Appoints New CEO

As of January 1, Placer County resident Bobbi Park is the new CEO for the Lincoln Area Chamber of Commerce. Park replaces past chamber president Harvi Callaham. Park said her initial priorities at the chamber include developing a strong sense of team and getting the chamber ready to update its services in 2007. Park has both public and private sector experience in fundraising and economic development. She co-created patentsincommerce.org, a public-private sector partnership that helps entrepreneurs secure patents for their ideas; and founded a non-profit agency, Operation: MOM, to support military troops and their families. Park has served as economic development specialist for Placer County. She holds a Bachelor's Degree in Business Management and is principal of her own consulting firm. A reception to introduce Park to chamber members and the public was held January 25, 5 - 7 p.m. at Buonarroti Ristorante, 460 G St., in Lincoln. For details, visit Lincoln Area Chamber of Commerce at http://www.lincolnchamber.com or Lincoln News Messenger at http://www.lincolnnewsmessenger.com/articles/2006/12/28/news/top_stories/01ceo.txt.

Green Tech Entrepreneurship Academy Set for March 26 - 30

The UC Davis Center for Entrepreneurship has announced its first Green Technology Entrepreneurship Academy, March 26 – 30, at the new Tahoe Center for Environmental Sciences in Incline Village, Nevada. The academy will bring together science and engineering doctoral students, post-docs, and research faculty to spend five days learning to recognize, develop, and bring to market green businesses built on their research. Working with academy faculty, investors, entrepreneurs, and industry executives, participants will receive focused lectures, practical exercises, and hands-on experiences in turning their science into viable business ventures. Schools are encouraged to nominate science and engineering students or teams for the academy. For details and applications, visit the Green Technology Entrepreneurship Academy at http://entrepreneurship.ucdavis.edu/green/. For details on the limited number of academy fellowships available, contact busdev@gsm.ucdavis.edu/green/.

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Citizens Bank Opens in Historic Auburn Building

This month the historic post office in downtown Auburn became the seventh branch of Citizens Bank of Northern California. The Nevada City-based bank, a subsidiary of Citizens Bancorp based in Grass Valley, has banks in Nevada and Placer counties. The Auburn bank will offer a full line of business, personal finance, commercial, and residential lending services. Michelle Strange has been named vice president and branch manager of the Auburn bank. The building that houses the bank was constructed during the late 1930s and opened as a post office in 1938. Expanded in 1965, it was closed in October of 1985, replaced by the then-new Nevada Street Post Office. Purchased by the Wong family, the building was extensively upgraded in 2000 and leased to a nonprofit group as the Shiloh Center. Last March, Bill Prior, who owns Auburn Outdoor Sports, bought the building from the Wongs and has leased 3,800 square feet of space to Citizens Bank. As part of ongoing renovation, Prior has hired Auburn architect Michael Kent Murphy to design a 1,000-square-foot patio for the building, which has 8,000 square feet more of rentable space on offer. For more, visit the Sacramento Business Journal at http://sacramento.bizjournals.com/sacramento/stories/2007/01/01/daily14.html or the Auburn Journal at

 $\underline{http://www.auburnjournal.com/articles/2006/06/14/news/top_stories/05bank_14.prt}$ or

http://www.auburnjournal.com/articles/2006/10/08/columnists/looking_behind_the_scene s/01ruffalo08.txt

or contact Bill Prior at (530) 906-8271 or background@sbcglobal.net.

Arts Council of Placer County Names New Perspectives Editor

John McCreadie has been chosen as the new editor for *Perspectives*, the Arts Council of Placer County's bi-monthly arts magazine. McCreadie replaces Sandra Reeves, who edited the publication for 10 years. McCreadie holds a Bachelor of Arts degree in print journalism from San Jose State University and spent several years working in the field, including positions with the San Jose Mercury News, Peninsula Times-Tribune, and Electronic Business Magazine, a trade publication. Later, McCreadie moved into public relations and marketing, where his last corporate position was with the Hewlett-Packard spin-off Agilent Technologies. There he served as the worldwide communications manager for an \$8 billion division of the company and in that role led a global team of marketing communication managers. In 1999, McCreadie resigned from that position to move to the Sierra foothills where he now works as a contributing writer for the Auburn Sentinel. For more visit the Arts Council of Placer County at http://placerarts.org/perspectives/.

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Changes Afoot at Royal Gorge -- but When and Where?

Ever since Royal Gorge was purchased in October 2005, and the new owners also bought Ice Lakes Lodge last January, Donner Summit has been abuzz with interest in what Royal Gorge and the surrounding area will look like in the future. The new owners are Todd Foster of Foster Enterprises in Redwood City and Kirk Syme of Woodstock Development in Burlingame. The first changes likely to occur, starting this winter, are in the resort's day-to-day operations, and then later -- the part that has the community talking -- the resort has plans to develop at least a portion of its 3,000 acres near Serene Lakes. The owners are working with area environmental groups and the Sierra Business Council and gathering public input to help them decide how and when to develop. The Conservation Biology Institute has been chosen to serve as the independent third party reviewer of Royal Gorge's baseline environmental assessment. Royal Gorge will submit a plan based on its accumulated research early this year to Placer County, the lead agency in the process. For more, visit *Moonshine Ink* newspaper at

http://www.moonshineink.com/article_detail.php?is=30&id=137 or Donner Summit Area Association at http://www.donnersummitareaassociation.org/ or Mountain Area Preservation Foundation at http://www.mapf.org/ or Sierra Business Council at http://www.sbcouncil.org/ or Royal Gorge at

http://www.royalgorge.com/default.asp?fv=7&b=3&d=1&pageredirect=default.asp

Dono dal Cielo Winery Covered in Inside Roseville Magazine

Dono dal Cielo, a Zinfandel vineyard located in rural Newcastle, was one of several Placer County wineries featured in the Sept/Oct and Nov/Dec issues of *Inside Roseville* magazine. The articles note the development of wineries in the county and the impending agri-tourism boom here. William and Karen McGillivray began Dono dal Cielo (meaning "gift from heaven" in Italian) on just 10 acres in 2001, planting 6000 vines, and have since added another 20 acres of land to their vineyard. Their first-year Zinfandel, 750 cases, was released in November 2006 and was tasted only four weeks after bottling. *Inside Roseville* noted that the wine, "...showed complexity with deep hints of berry and the tremendous potential to age into something magnificent, something impressive and rare for a brand-new wine." For more, visit Dono Dal Cielo at http://www.donodalcielo.com/about.html, Placer County Wine and Grape Association at http://www.placerwineandgrape.org/ or *Inside Roseville* at http://www.insideroseville.net/articles.html

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at econdev@placer.ca.gov or visit the OED Web site at http://www.placer.ca.gov/CEO/EconDev.aspx. For past In Progress Online newsletters, go to Placer County Biz News at http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx.